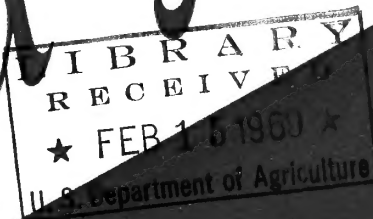


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ALL THAT'S
BEST FOR
1960

Stafford Mums



Our 54th Annual List

STAFFORD CONSERVATORIES, Inc.

STAFFORD SPRINGS, CONN.

Overland 4-2751

TERMS OF SALE

PRICES QUOTED IN THIS LIST ARE WHOLESALE ONLY

When ordering please enclose Billhead or Letterhead to establish identity for trade purposes.

MINIMUM ORDER 50 R. C. OF A VARIETY

Cancellations or changes on early booked orders must be received at least 30 days before shipping.

PARTIES OUTSIDE THE TRADE

ADD 25% TO THE PRICES QUOTED IN THIS CATALOGUE.

If less than 50 R. C. of a variety are wanted write for prices.

TERMS OF PAYMENT

CASH UNLESS CREDIT IS ESTABLISHED WITH US.

5% DISCOUNT for CASH with order, or on credit accounts 20 days after date of invoice. Net 30 days.

C. O. D. ORDERS must be accompanied by one-fourth the amount of the order to guarantee acceptance.

DISCLAIMER

It is our policy and constant effort to secure and provide the cleanest stock available. We exercise every care to deliver to our customers the best stock possible.

We give no warranty, expressed or implied, as to the productiveness of any stock, as we exercise no control over the conditions under which the stock is planted and grown by the purchaser. Therefore, we cannot be held responsible for the results produced. Our liability in any instance is limited to the purchase price of the stock in question.

We hold ourselves responsible for miscounts or misdirected shipments and will gladly make adjustments or replacements should they occur. These must be reported promptly. Please return packing sheets in such cases.

PRICE SCHEDULE — PER SHIPMENT

MINIMUM ORDER 50 ROOTED CUTTINGS OF A VARIETY

When less than 50 cuttings of a variety are wanted, write for prices.

| 50 ONLY each variety per 50 | 100-250 each variety per 100 | 300-450 each variety per 100 | 500-950 each variety per 100 | 1000 up each variety per 100 |
|-----------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| \$3.25 | \$6.25 | \$6.00 | \$5.75 | \$5.50 |
| 3.38 | 6.50 | 6.25 | 6.00 | 5.75 |
| 3.50 | 6.75 | 6.50 | 6.25 | 6.00 |
| 3.63 | 7.00 | 6.75 | 6.50 | 6.25 |
| 3.75 | 7.25 | 7.00 | 6.75 | 6.50 |
| 3.88 | 7.50 | 7.25 | 7.00 | 6.75 |
| 4.00 | 7.75 | 7.50 | 7.25 | 7.00 |
| 4.13 | 8.00 | 7.75 | 7.50 | 7.25 |
| 4.25 | 8.25 | 8.00 | 7.75 | 7.50 |
| 4.38 | 8.50 | 8.25 | 8.00 | 7.75 |
| 4.50 | 8.75 | 8.50 | 8.25 | 8.00 |

DISCOUNTS EFFECTIVE JANUARY 1, 1960

CASH AND EARLY ORDER DISCOUNT

Number of weeks order is received at
Stafford in advance of delivery date.

| | |
|------------------|-----|
| 1 - 5 weeks | 5% |
| 6 - 13 weeks | 7% |
| 14 - 21 weeks | 10% |
| 22 or more weeks | 12% |

CASH AND EARLY ORDER DISCOUNT
is available only when paid within 20 days
from date of invoice.

QUANTITY DISCOUNT

This discount applies to users of 5,000 or
more cuttings during the calendar year.

| | |
|--------|-----|
| 5,000 | 5% |
| 10,000 | 10% |
| 25,000 | 15% |
| 40,000 | 20% |

Discount credited as shipments reach dis-
count quota and covers all shipments made
during the calendar year. Quantity discount
available only if paid within 90 days from
date of invoice.



COLLECTIONS — OUR SELECTION OFFER

We will select Cuttings to meet your seasonal requirements at the prices below. Varieties will be selected by us from surplus stock at the time of shipment and cannot be restricted to other than Standards or Spray Types, Color and Flowering Period.

MINIMUM SHIPMENT AT THIS PRICE 300 R. C.

Quantities under 300 billed at list price of variety supplied.

300 — 950
\$6.00 per 100

1000 and up
\$5.75 per 100

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

10% discount on 10,000 or over of OUR SELECTION.

GIVE INFORMATION BELOW WHEN ORDERING.

STANDARDS — QUANTITY FLOWERING PERIOD

SPRAY TYPES — QUANTITY FLOWERING PERIOD



METHOD OF SHIPMENT

All orders shipped by **EXPRESS** unless requested otherwise. Prices quoted are F.O.B. Stafford Springs, Conn.
 PARCEL POST SHIPMENTS — Sufficient postage must be included when cash accompanies the order.

DELAYED OR DAMAGED SHIPMENTS

DO NOT REFUSE OR RETURN SHIPMENT. Have delivery Agent inspect and sign for the extent and nature of the damage.

Our responsibility ceases when we make delivery of cuttings in good condition to the Transportation Company. YOU MUST FILE CLAIM FOR LOSS. Transportation charges are usually refunded when claim is paid.

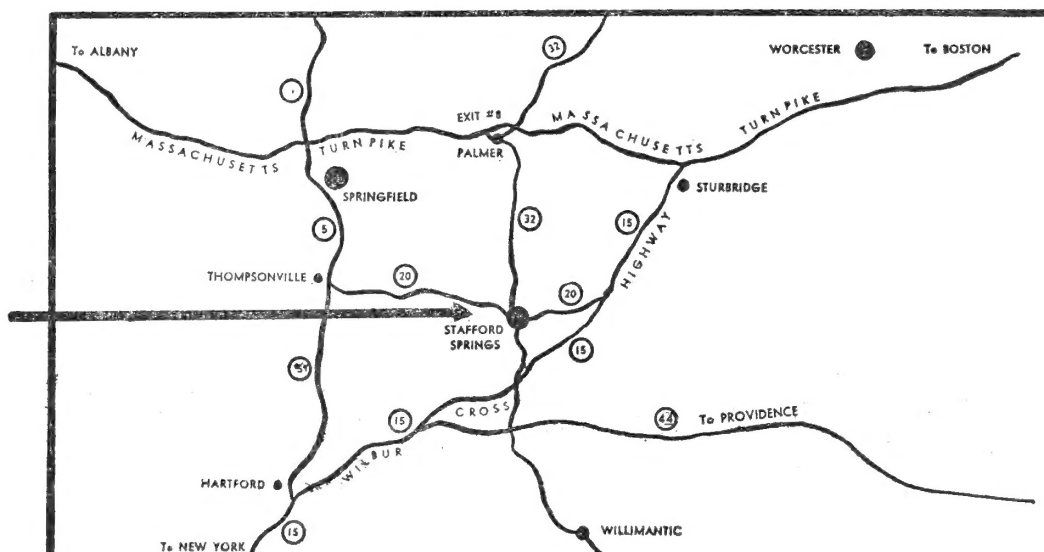
Notify us promptly and we will do our best to supply such varieties as you wish replaced. Your claim will reimburse you for the damaged shipment.

CALL ORDERS

Many Customers prefer to call for their cuttings rather than have them shipped. ORDERS PLACED IN ADVANCE for STAFFORD MUMS can be called for at Stafford Springs on the day of the week most convenient to you. However, THOSE WISHING TO SELECT ORDERS ON ARRIVAL MUST CALL ON THURSDAY, FRIDAY OR SATURDAY UNTIL NOON. This policy is necessary due to the fact that shipments by express, etc., must be made early in the week.

Transportation costs are increasing. Only at Stafford can you order your cuttings to have them freshly packed for you to pick up and plant the same day.

*Visitors are always
welcomed at the
Stafford Conservatories*



GROWING 'MUMS FROM START TO FINISH

The first step if you are not experienced in growing 'MUMS is to acquaint yourself with their habits and needs, then be prepared to take care of them as they progress in growth. We give below basic details which we find are most widely used among reputable growers in this section of the country. The grower will soon learn by his own experience how to modify or elaborate on these instructions.

The successful grower will figure out his planting schedule, many months or a year in advance. This not only helps you but the supplier of young stock to have sufficient stock for the particular planting date. Have the space ready for them and plant the cuttings on arrival or as soon as possible. The cuttings you receive will be grown under modern conditions, from the cleanest stock available, and as free from disease and premature buds as modern methods can produce. Failure to carry out and properly execute each step at the correct time will show its effect in the growth and quality of your finished product.

SOIL — Preparation and Fertilizing

'Mums grow well in most soils. Moderately porous soil is best. This can be made by the addition of peat or manure but knowing the behavior and nutrient content of your own particular soil is important. Soil tests will give you this information and if you cannot do this yourself, your Agricultural College or Experiment Station will be glad to do it for you.

Before sterilizing or planting, add lime and superphosphate as needed. (In case of steam sterilizing these materials should be added before sterilizing.) Use about 3-5 lbs. to 100 sq. ft. of bench space. Nitrogen and Potash can be added after the plants have become established and start to grow. These elements can be applied in dry or liquid form according to the growers preference. A complete dry fertilizer such as 5-8-7 or 5-10-5 or any of the water soluble fertilizers can be used.

SAFE NUTRIENT RANGE FOR ESTABLISHED PLANTS

| | |
|-------------|-----------|
| Nitrogen | 25-50 ppm |
| Phosphorous | 2½-5 ppm |
| Potassium | 20-40 ppm |

These readings may be lower on fast growing plants and still be sufficient. Also if you are using constant feed application, they will run on a lower average.

SOIL STERILIZATION

Sterilizing the planting soil is vitally important in destroying such diseases as Verticillium wilt, nematodes, and other destructive organisms carried in the soil, to insure a quality crop and is a must if successive crops of 'Mums are grown in the same soil. The cuttings supplied, while free of diseases when received will pick up various diseases from the soil they are planted in, unless it has been properly and thoroughly sterilized. Before sterilizing be sure to loosen all soil thoroughly as steam or chemicals cannot penetrate hard packed soil satisfactorily.

In addition to producing a better crop sterilizing also proves to be economical in allowing reuse of valuable soils and humus, and saving on costly labor involved in changing soils and weeding.

Sterilizing can be done with either Steam or Chemicals. With steam sterilizing, which is most practical, it is necessary first that the soil be moist before sterilizing and that a temperature of 180 degrees farenheit be maintained throughout the entire soil mass for a period of not less than one half hour.

Chemical sterilizing such as Vapan or Chloropicrin can be used where steam is not available and circumstances will permit it. The soil should be at least 60 degrees farenheit and the greenhouse being treated should have no other living plants in it, as chemical reactions will destroy them. There are a number of chemicals suitable for this work, but whatever is used, follow the manufacturer's instructions carefully.

HIGH SALTS DAMAGE FOLLOWS STERILIZING

When using old soils, or soil used for a previous crop, it should first be sterilized. Then watch for high soluble salts which may be present 2 weeks after sterilization. These salts cause plenty of trouble to 'Mums. They are the residue of fertilizers used on the previous crop, and will kill the roots of young cuttings or seedlings, or result in a poor sickly crop. These salts can be washed out of the soil by HEAVY LEACHING with water, giving two or three applications in succession. High salts do not necessarily mean high nutrient levels. You can have high salt and low nutrient levels. After you get rid of the high salts you should continue with a regular feeding program, as you wash out all your fertilizer as well as the salts. The use of liquid or water soluble fertilizers also helps to reduce salt hazard.

GOOD DRAINAGE IN BENCHES IS ESSENTIAL.

PLANTING AND SPACING

The time of planting will be determined by the blooming date, or response group, quality and size of flowers, and pinching if desired. For normal flowering allow about three weeks from planting to pinching. Normal pinch date is given with each variety listed in the general catalogue of varieties. For the off season program refer to schedule outlined in this catalogue for planting and pinching data.

Plant cuttings shallow, not over one inch deep and directly to permanent benches if possible, soon as the cuttings are received. Keep roots of the cuttings protected at all times while planting. Exposure, especially to hot sun and wind, will destroy the root action in a few seconds.

If space is not ready when cuttings arrive they should be potted or banded to keep them soft and growing. Here again, careful attention should be given to see they are put in fresh or sterilized soil, so as to keep them free of verticillium wilt and other soilborne diseases. Be sure not to let them stay too long in this crowded condition. Shading newly planted stock on very hot sunny days for the first couple of days will help considerably, as well as, frequent spraying with water over the tops of the cuttings. They should not be allowed to wilt.

Spacing will depend on the quality desired as well as the time of year and number of pinches. Standards are generally spaced 7 x 8 or 8 x 8, grown two stems to the plant. Some growers allow three flowers to come on the outside rows where light is more abundant. For single stem culture 6 x 5 or 6 x 6 is ample. Pompon spacing depends on method of pinching and varieties. Some varieties have much heavier foliage than others and require more space. For the one pinch method 6 x 8 or 7 x 8 is fairly standard. For 2 pinch method 8 x 9 or 9 x 9 will be sufficient. For single stem production 4 x 6 or 4 x 7 is about right. The general rule followed is to give each flowering shoot approximately 20 sq. in. of space.

WATERING

Chrysanthemums require lots of water, especially when grown on raised benches and if you have a good porous, well drained soil. Water heavily after planting and then spray or sprinkle plants for a few days until they have taken hold. Do not let them wilt if possible. Once the foliage gets heavy do not water overhead and by no means allow the foliage to be wet overnight. Keep the foliage dry and the soil moist.

PINCHING

Pinching means the stopping of the upright growth of the plants by cutting or breaking off the growing tip of the plant stem. It is done to increase the number of stems per plant, to control type of bud formation and to keep plants shorter in growth. This will cause a number of breaks or shoots to appear. The plants should be pinched soon after the cutting takes hold and starts to grow freely. Usually only the tip of the stem is removed when under fast modern production. Do not pinch down into the hard stem. Thinning the breaks down to about 3 shoots to the plant on pompon varieties and 2 shoots on the Standards usually give best results. Normal pinch dates are given in the general listing of varieties. For the off season cut flower or pot plant program refer to pinch dates in the desired schedule.

LIGHT AND TEMPERATURE

Except for the first few days when the young cuttings are planted or potted, Chrysanthemums require all the light they can get. If shade is on the roof from summer it is best to remove it at least by the 1st of September. Chrysanthemums are no longer considered a cool crop. A minimum of 50 degrees or better still 55 to 60 degrees night temperature is considered best for all stages of growth for normal flowering. This is particularly important during bud initiation as too low a temperature will prevent buds from forming properly and likely result in some blind growth. Temperatures too high, 90 degrees or over, which can occur under black cloth, is also bad as it tends not only to slow down the crop but fades the pink, red and bronze shades.

INSECTS — PREVENTION AND CONTROL

It is very important to keep the stock clean and free of injurious insects. The best way to insure this is to start spraying the plants about two weeks after planting and to spray at intervals of every two or three weeks until color shows. You will find it easier to keep them clean than to wait until infestation shows up and causes damage, then have the task of trying to get the best of it.

A good general purpose spray for Chrysanthemums:

| Material | Amount to make | | |
|--|----------------|---------|-------------|
| Water | 100 Gal. | 25 Gal. | 3 Gal. |
| DDT 50% wettable powder | 1 lb. | 1/4 lb. | 1 1/2 tbsp. |
| Malathion 25% wettable powder | 2 1/2 lbs. | 10 oz. | 4 tbsp. |
| Parzate, or Fermate | 1 1/2 lbs. | 5 oz. | 2 tbsp. |
| DuPont Spreader sticker - or other spreading agent such as Dreft, may also be used | 6 oz. | 2 tbsp. | 1 tsp. |

Mixing Procedure — Put all dry ingredients into a can or pail. Add small amount of water, stir to make a thin paste. Put a small portion of the water to be used into the spray tank. Add above mixture slowly, stirring constantly, (run agitator while adding the mixed solution). Add balance of water and be sure it is well mixed before using.

DISBUDDING

It is extremely important that you take the time to select the flowering buds on Standards as soon as they appear and are sizeable enough to remove. If the crop was planted and pinched on or near the recommended dates, flower the first bud that appears. In other words, as soon as a bud of any kind appears, remove all side shoots and let the center bud flower.

SUPPORTING THE PLANTS

To grow good flowers with good stems it is essential to keep the plants properly supported at all times.

The wires and cross string method is least work, most economical and practical. Start supporting the plants soon as they are established and either add additional layers of wires and cross strings or move the first layer up about every 10 to 15 days depending on growth.

TO PREVENT PREMATURE BUDS

ALL Mum cuttings need additional light, according to their response group, during certain times of the year so as to prevent premature buds, when grown in temperatures over 50 degrees. See "Additional Lighting Schedule" and "Year 'Round Lighting and Shading Schedule" on page 20.

THE CONTROL OF PESTS AND DISEASES

EFFECTING CHRYSANTHEMUMS

Our own controls for most common Chrysanthemum Pests and Foliar Diseases are: D.D.T. as a spray or dust, Systox in soil as a systemic, Malathion as a spray, Parzate as a fungicide, alternating Aramite, Aramite and Lindane, and Parathion as Aerosol bombs. There are many other controls that are equally effective which can be used.

| PESTS | CONTROLS |
|--|---|
| Red Spider | Malathion or Parathion as a spray. Systox as a systemic in soil. Aramite or Parathion Aerosol bombs. Alternate bombs for best results. |
| Resistant Spider | Alternate Dithio and Chlorobenzilate bombs. |
| Thrips | Lindane, Malathion bomb or spray. D. D. T. dust or spray. |
| Aphids | Malathion or Parathion bomb or spray. Lindane or Thiodan as a spray. Parathion pressure fumigators also useful for small areas, especially when aphids attack open flowers. |
| Leaf Roller Midge Tarnish Plant Bug or Cinch Bug | Parathion bomb, spray or dust. D. D. T. spray or dust. |
| Mite: Glazed brown appearance on underside of foliage. | Endrin spray very effective. |
| Botrytis or Petal Rot | Dust or spray weekly with Parzate. Keep air circulating, ventilate and heat. Keep humidity down. Portable fan installation very effective. C. M. 19 as a spray, as crop nears maturity (Eliminates Residue.) |
| Foliar Nematode: Tiny Eelworms inside leaves causing brown blotches. | Parathion spray. Systox in soil 3 to 4 weeks after planting. O M P A Bomb. |
| Septoria Leaf Blight Black Spot | Regular spraying with either Parzate, Fermate or Captan. Keep houses clean. Ventilate freely. |
| Verticillium Wilt | Outer edges of leaves turn yellow. General wilting of leaves usually starting at bottom and working up. Little can be done for current crop. Sterilize Soil and use Verticillium free cuttings before replanting. |
| Mildew: White powdery growth on upper side of leaves. | Spray wettable Sulphur with spreader. Mildex as a spray. Keep well ventilated. |

WHITE STANDARDS

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

8 WEEK VARIETIES (Pinch July 14)

WHITE PINK CHIEF Oct. 15 3.75
Intermediate pure white incurved. Responds well under high temperatures. Pink tinge when finished cool. summer Shade programs and normal under glass.

SILVER SHEEN Oct. 20 4.00
Intermediate incurved, clear white. September shade and normal under glass.

9 WEEK VARIETIES (Pinch July 21)

MARBLEHEAD Oct. 25 4.13
Medium clear white incurved. Will support 4 and 5 stems per Plant with well shaped flower. Good for fast disbuds and summer flowering, June thru October. Larger than Themesong.

QUEENS LACE Nov. 1 3.88
Reliable White Spider. Temperature tolerant Standard and Fast Disbud programs. Novel Pot Plant requiring tall treatment.

WILSON'S WHITE Nov. 1 3.75
Intermediate incurved, for pots only. Best flowered under higher light intensities April thru November.

DONLOPE'S WHITE SPIDER Nov. 1 4.38
Large straight quilled ivory white spider characterized by durable flowers on strong stems. Best flowered April thru November.

10 WEEK VARIETIES (Pinch July 28)

GIANT BETSY ROSS Nov. 5 3.50
Large incurved flower that is still the best flower for high temperature periods when Indianapolis Varieties cannot be recommended. This is the Mum that is the largest and most reliable for mid-June to mid-September.

INDIANAPOLIS WHITE Nov. 5 3.38
Large incurved white. Responds well in all programs. Requires full 60° degree temperature for northern winter flowering.

IMP. INDIANAPOLIS WHITE Nov. 5 3.38
Recommended for flowering December thru April. Reduces quilling and pinking during this period. Will withstand slightly lower temperature than Ind. White.

INDIANAPOLIS No. 3 WHITE Nov. 5 4.50
Selection from Ind. White that does not quill under winter low light and temperature conditions. Noticeably larger than the Improved Ind. White, of whiter color, and superior in its form retention and depth of flower. Best selection to date from Indianapolis White.

OREGON Nov. 5 3.38
Best white pot mum available for all periods. Perfect companion to the Delawares for convenient programming. Strong breaking action, when Short Treatment used, producing large white blooms that give maximum show for specimen Pot Mums.

NIGHTINGALE Nov. 5 4.13
White Spider variety with a chartreuse green overcast. Offers the something different for retail trade.

FRED SHOESMITH Nov. 12 3.63
Here is a large, incurved White standard that is consistently larger than the Indianapolis varieties and usually flowers about seven days later than they do in any Off Season program. Shoemsmith varieties are most reliable when grown under pinched programs. Does not display winter quilling or pinking.

11 WEEK VARIETIES (Pinch Aug. 4)

MEFO Nov. 15 3.50
Large incurved ivory white standard. Very reliable 'Mum for January thru March in northern programs, where some find it better than the Indianapolis or Shoemsmith varieties.

MARKETEER Nov. 18 4.00
Intermediate semi-curved. Best grown as pinched crop. May be used for pinched or single stem pots.

12 WEEK VARIETIES (Pinch Aug. 11)

IMP. WHITE PETER JOHN Nov. 25 4.38
Large reflex. Clear white. This is a real improvement.

CHATTANOOGA Nov. 25 3.88
Large incurved clear White, for thanksgiving.

DECEMBER GLORY Dec. 1 4.00
Intermediate perfectly incurved. White.

MARGARET MOELLER Dec. 3 4.25
Intermediate incurved. White.

WHITE STANDARDS (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

13 WEEK VARIETIES (Pinch Aug. 18)

WHITE MISTLETOE Dec. 5 4.38
Intermediate incurved white, best with cool finish.

SMITH'S LATE WHITE Dec. 13 3.75
Intermediate incurved, Ivory white. Best late white available. Can be held to late December if finished cool.

YELLOW STANDARDS

8 WEEK VARIETIES (Pinch July 14)

GOLD LODGE Oct. 15 4.25
Intermediate incurved, deep lemon yellow.

MRS. KIDDER Oct. 20 4.00
Intermediate incurved, deep lemon yellow.

BLAZING GOLD Oct. 23 3.88
Intermediate semi-incurved, deep golden yellow. Standard or fast disbud. Good for single stem or pinched spring pots.

9 WEEK VARIETIES (Pinch July 21)

SUNGLOW Oct. 25 4.25
Intermediate, golden yellow, incurved.

YELLOW MARBLEHEAD Oct. 25 4.25
Medium yellow incurved standard that will support and develop a maximum of breaks per plant. Very good for disbud programs, or for the retailer looking for smaller and neater mums that offer greater versatility for the designer.

LUYONA Oct. 25 3.88
Large deep yellow spider on strong rigid stem. Growing and flowering habits generally preferred to those of the Lace varieties. Good companion to Donlope's White Spider and Bunbu. Can be flowered at any time of year.

YELLOW LACE Nov. 1 4.13
Light lemon spider. Reliable for all programs.

GOOD NEWS Nov. 1 3.38
Intermediate deep lemon yellow. Very durable flower. Best partner for Giant Betsy Ross for high temperature periods when Indianapolis varieties cannot be recommended.

10 WEEK VARIETIES (Pinch July 28)

INDIANAPOLIS YELLOW Nov. 5 3.63
Incurved lemon yellow. Largest of the yellow Indianapolis varieties.

IMP. INDIANAPOLIS YELLOW Nov. 5 3.38
Tighter form and slightly darker than Ind. Yellow. Generally preferred for northern winter Indianapolis flowering.

OREGON TRAIL Nov. 5 4.50
Large semi-incurved. Light cream yellow sport from Oregon, (The top ranking White for Pots). A year round pinched pot mum but especially good during periods of lower light intensity.

YELLOW DELAWARE Nov. 8 3.25
Deep yellow semi incurved standard. Tops the field for pots. This is the ideal growth habit and flower size for all flowering periods. The real bread and butter variety for any pot program.

YELLOW PRINCESS ANNE Nov. 10 4.25
Large decorative standard. Sulfur yellow. A very responsive, uniform and efficient pot variety. Outstanding grown as single stem pots and equally valuable pinched. Its Beautiful form provides maximum color display. Color will not tolerate extreme summer heat.

GOLDEN FRED SHOESMITH Nov. 12 3.75
Slightly larger than Yellow Fred Shoesmith with a more intense color. Retains all characteristics of parent and may be flowered for same periods. The Shoesmith varieties seem to be most reliable when grown as a pinched crop.

YELLOW SHOESMITH Nov. 12 3.75
Pleasing yellow sport of Fred Shoesmith. More compact than parent resulting in slightly smaller size, but compactness increases its desirability from handling standpoint.

YELLOW STANDARDS (Cont.)

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

11 WEEK VARIETIES (Pinch Aug. 4)

YELLOW MEFO Nov. 15 3.63
Large incurved deep lemon yellow. Reliable variety for programs November thru April.

CREAM MEFO Nov. 15 4.00
Pleasing light yellow sport of Mefo. Most vigorous of the Mefo family. Produces larger flowers than Yellow Mefo. May be flowered whenever Mefos are recommended.

YELLOW MARKETEER Nov. 18 4.25
Intermediate semi-incurved lemon yellow. Best grown as pinched crop. May be used for pinched or single stem pots.

BONNAFFON DE LUXE Nov. 20 3.38
Intermediate deep yellow incurved. Prolific breaking action resulting in fine flower mass for pot plants. Time tested variety. Requires 65° minimum temperature during bud initiation and early development.

HARVESTER Nov. 23 3.88
Intermediate incurved, deep lemon yellow. Most popular variety for normal Thanksgiving flowering.

MARIE DE PETRIS Nov. 23 4.00
Large incurved, deep yellow for Thanksgiving.

12 WEEK VARIETIES (Pinch Aug. 11)

DK. YEL. CHATTANOOGA Nov. 25 4.13
Large incurved, deep lemon yellow.

GOLDEN PEARSON Nov. 25 4.13
Intermediate incurved. Soft yellow for normal flowering.

GOLDEN MRS. ROSS Dec. 3 4.13
Large incurved, light golden yellow.

13 WEEK VARIETIES (Pinch Aug. 18)

TOBIN'S YELLOW Dec. 13 3.88
Intermediate incurved, light lemon yellow. Sport from and perfect companion to Smith's Late White.

BRONZE & RED STANDARDS

9 WEEK VARIETIES (Pinch July 21)

BRONZE PALMERO Oct. 28 4.50
Large semi-incurved, Coral bronze. Very responsive and uniform. Does not burn. Holds color well in high temperature periods. May be used for single stem pots, as well as regular and fast crops.

DETROIT NEWS Nov. 1 3.63
Large incurved bronze. Reliable variety for periods when Indianapolis Varieties cannot be used. Best color when finished cool.

FRED YULE Nov. 3 4.13
Intermediate incurved. Glowing orange bronze. Best grown as pinched crop. Good May thru November.

10 WEEK VARIETIES (Pinch July 28)

WAIKIKI Nov. 5 4.25
Large durable Red Bronze Spider.

INDIANAPOLIS BRONZE Nov. 5 3.75
Large incurved buff-bronze.

DARK INDIANAPOLIS BRONZE Nov. 5 3.75
Large incurved dark bronze. Better color expression and retention during high temperature periods, than Ind. Bronze.

DELAWARE Nov. 8 3.38
Large semi-incurved reddish bronze. Outstanding for pots for all programs. Color deepest when finished cool.

WOKING SCARLET Nov. 10 4.50
Large decorative standard. A brilliant scarlet bronze color. An exciting combination of color and habit for pots that should render it to rapidly achieve top status along with Oregon and the Delawares as standard pot varieties.

MRS. ROY Nov. 13 3.88
Large incurved, red with copper reverse.

BRONZE & RED STANDARDS (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

11 WEEK VARIETIES (Pinch Aug. 4)

BALCOMBE PERFECTION Nov. 18 4.00

Here is a nice addition for normal Thanksgiving flowering. An intermediate incurve, copper bronze standard that is benefitted by cool finishing temperatures.

RED BALCOMBE PERFECTION Nov. 18 4.00

Intermediate incurve standard of outstanding red color with copper reverse. The Balcombe varieties are not tall growers and are benefitted by additional long days under programming.

MRS. EISENHOWER Nov. 18 4.38

Golden bronze spider. Nice growth habit.

BEACON Nov. 20 4.50

Large, very durable, semi-incurved standard. Rich reddish bronze with gold reverse. Strong, stocky growth habit. Good color retention. Recommended from late Sept. until normal flowering.

CALVERT'S GOLD Nov. 20 4.00

Intermediate golden-bronze, semi incurved. Suitable for pots, or as cut flower.

VALENTINE Nov. 20 3.88

Medium-size red disbud. May also be used for pots. Will initiate and develop buds at 56°.

12 WEEK VARIETIES (Pinch Aug. 11)

GLADYS PEARSON Nov. 25 4.13

Intermediate incurved, light bronze.

OAK LEAF Nov. 25 4.13

Intermediate incurved, dark bronze.

PINK STANDARDS

8 WEEK VARIETIES (Pinch July 14)

PINK CHIEF Oct. 15 4.00

Intermediate incurved, lavender. Withstands lower temperatures. Valuable for outside shade.

9 WEEK VARIETIES (Pinch July 21)

BUNBU Nov. 1 4.13

A large, fully double, medium lavender pink spider. Outstanding growth habit renders the variety much superior to Mary Garden for regular standards or as fast disbud, from April through November.

BLUE RIBBON Nov. 1 3.75

Bright lavender pink incurved. Outstanding pot plant variety, year 'round. Holds color well.

QUEEN OF PINKS Nov. 1 3.88

Small incurved for pots only. Profuse bloomer. Best grown where cool finish is possible.

10 WEEK VARIETIES (Pinch July 28)

INDIANAPOLIS PINK Nov. 5 3.50

Large incurved, deep lavender. Unequaled variety, for flowering at any time of year except from late June through early September. Maintains fine form even through low light conditions.

DARK ORCHID QUEEN Nov. 10 3.88

Large incurved dark lavender. Can be flowered September thru May.

LAUGHTER Nov. 10 4.00

Intermediate deep lavender, semi-incurved. Vigorous growth habit. Only pink Mum available to date for summer flowering that is dependable. Does not fade rapidly and offers a medium sized standard. Reliable fast disbud year-round.

PRINCESS ANNE Nov. 10 4.25

Large decorative standard. Salmon pink. Valuable new color and form addition for the mid September through mid May pot program. Single stem pots are superlative especially when cool finishes can be provided. Pinched pots spread and break well with excellent uniformity and response.

PINK FRED SHOESMITH Nov. 12 4.50

Large light pink sport of Fred Shoesmith. Maximum color expression obtained only with cool finish. Habit and response are identical to parent variety, increasing the color range for this outstanding family.

PINK STANDARDS (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

11 WEEK VARIETIES (Pinch Aug. 4)

CALVERT'S PINK Nov. 17 4.25
Intermediate orchid pink suffused with salmon. Unsurpassed for Thanksgiving.

THANKSGIVING PINK Nov. 23 4.13
Intermediate reflexed, amaranth.

12 WEEK VARIETIES (Pinch Aug. 11)

PINK PETER JOHN Nov. 25 4.25
Large reflex, light Orchid Pink.

ROSE HARRISON Dec. 3 4.25
Large reflex with a true shell pink color.

13 WEEK VARIETIES (Pinch Aug. 18)

PINK MISTLETOE Dec. 5 4.38
Intermediate incurved, lavender. Best color expression with cool finish.

WHITE POMPONS, SINGLES AND ANEMONES

7 WEEK VARIETIES (Pinch July 7)

CHRIS. COLUMBUS Oct. 1 3.88
Large cream white decorative. Top white garden variety for Spring pots, either 6" or 3". Good Cut Flower in the Garden.

SILVERPLATE Oct. 12 4.38
Medium decorative, pure white. Cut flower and Spring pot plant program.

HORIZON Oct. 5 4.25
Intermediate Pompon, pure white. Best cut flower variety in this early flowering period.

8 WEEK VARIETIES (Pinch July 14)

BLIZZARD Oct. 15 4.25
Small formal pompon, clear white. Good for Spring and Summer programs.

PRISTINE Oct. 20 3.88
Pure white, intermediate pompon. Good response to all shade programs.

9 WEEK VARIETIES (Pinch July 21)

POPCORN Oct. 25 4.25
Intermediate pompon. Pinkish white tinges that diminish with higher temperatures.

WHITE KEEPSAKE Oct. 25 4.00
Intermediate ivory pompon. Good April thru October.

WHITE POPCORN Oct. 25 4.00
Intermediate pompon, cream-white. No traces of pink. Short and prolific growth habit.

PINOCCHIO Oct. 25 3.88
Small white pompon, Very heavy producer. Good response to all programs.

KEEPSAKE Oct. 25 4.00
Intermediate pompon, Cream-white. Temperature tolerant, suitable for all shade programs. Slight pinking with low finishing temperatures.

SONGSTER Oct. 25 4.25
Intermediate white pompon. Good response to Summer programs.

WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

MEMENTO **Oct. 30 4.13**
Intermediate chalk white single with green discs and durable petals that retain their original form into maturity. Reliable cloth house variety July thru Oct. and in greenhouse May through Oct.

HALO **Nov. 1 4.13**
Intermediate single, ivory-white. Good May through September.

SEA GULL **Nov. 1 4.25**
Intermediate pompon, ivory white.

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

ALASKA **Nov. 1 3.88**
Intermediate White anemone with white cushion. Good for Spring and Fall shade program.

THISTLEDOWN **Nov. 1 4.00**
A clear white novelty that improves Snowdrift in color clarity and offers a larger flower. Characterized by open terminal growth it is a designers delight for adding distinction to their work. Wholesalers find a definite demand for flowers of this type, and they do much to foster increased sales.

10 WEEK VARIETIES (Pinch July 28)

ICEBERG **Nov. 5 3.38**
Here is an outstanding large white pompon that can be raised the year 'round. Requires 60° for bud initiation. Offers a productive 10 week variety for northern programs. Benefited by center bud removal. Excellent for disbud program.

WHITETOP **Nov. 5 3.50**
Intermediate decorative, pure white. Responds well to all programs. Many consider this to be the most dependable variety for outside shade.

SUPREME WHITETOP **Nov. 5 4.00**
Here is a fine selection from the popular Whitetop that offers a much larger flower size and will be characterized by a somewhat stronger growth habit. Outstanding April thru November.

ENCORE **Nov. 5 4.00**
Intermediate pompon, pure white. Clean grower.

FEATHERTOP **Nov. 5 4.00**
One of the most distinctive poms, characterized by strong and vigorous growth. The clear white petallage is feathered and partially tubular surrounding a green center that closes with development. Usable in all 10 week programs.

SHASTA **Nov. 10 3.50**
Large anemone, white-yellow cushion. Very dependable. Tolerates 56°. Best anemone for all season programs.

WHITE PENNANT (Avail. Apr. 15) **Nov. 10 4.50**
Pure white sport of Pennant. This large flowering, productive pom will tolerate 56° and is a dependable performer March thru November. Same strong growth and durable flower will compare favorably with Iceberg without the need for the full 60° during northern winters and without the Pythium problems experienced by some growers with the Iceberg varieties.

LITTLE AMERICA **Nov. 10 3.88**
Intermediate anemone, pure white. Good for Pots and Shading programs.

ILLINI IGLOO **Nov. 10 3.75**
Intermediate white Formal pompon, creamy center. Very productive. Good year 'round.

ILLINI SNOWDRIFT **Nov. 12 3.88**
Quilled, intermediate decorative. Responds well to all 10 week programs.

11 WEEK VARIETIES (Pinch Aug. 4)

SCULPTURE **Nov. 15 4.25**
Large ivory-white single. Very strong growth habit. Valuable in January and February flowering.

WHITE TAFFETA **Nov. 15 3.88**
Intermediate decorative, pure white sport of Taffeta. Taffeta family provides fine companions for Sculptures for northern winter flowering.

SEAFOAM **Nov. 20 4.38**
Intermediate pompon, white.

L. I. BEAUTY **Nov. 20 4.13**
Large anemone, white, yellow center.

HIGHBROW **Nov. 20 4.00**
Intermediate decorative, ivory-white. Very productive quality pompon.

WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

WHITE DELMAR Nov. 20 3.75
White intermediate pom for Thanksgiving. Tinges pink when finished cool.

NEVADA Nov. 20 4.25
Intermediate anemone, white with green cushion.

PRISCILLA Nov. 20 4.13
Intermediate pompon, ivory-white.

GRECOS CARNATION Nov. 20 4.25
A clear white intermediate pom with finely serrated

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
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petals creating a form somewhat similar to that of a carnation. This pom is not a novelty but rather a much needed clear white for its natural season. In as much as the variety performs best with high light intensity it should not be used in light programs.

PARAMOUNT Nov. 23 3.88
Intermediate formal pompon, white. Free Sturdy growth.

BELRAY Nov. 24 3.88
Large Pompon, pure white. Tall grower.

12 WEEK VARIETIES (Pinch Aug. 11)

ILLINI PEACE Nov. 25 4.38
Intermediate white anemone. Very productive partner to Illini Wampum.

WHITE VALENCIA Nov. 28 4.13
Large single, white. May be disbudded.

FORTUNE Dec. 1 4.00
Intermediate pompon, white. Quality flower for November and December.

13 WEEK VARIETIES (Pinch Aug. 18)

ACCLAIM Dec. 5 3.75
Large formal pompon, clean growth. Outstanding quality pompon in Northern programs.

ILL. ALBA Dec. 5 4.38
A beautiful chalk white daisy that does not pink either from low temperature or from aging. Alba will tolerate 56 degrees for initiation and development and offers dependability for winter programs. Improvement on Yukon.

ILLINI STARLET Dec. 10 4.25
Small anemone, white. Improvement on Garza.

ICECAP Dec. 10 3.75
Intermediate white pom that will initiate bud and develop at 56 degrees, making it very desirable for northern winter programs. A very vigorous and productive addition that does not pink.

WHITE MINSTREL Dec. 12 4.00
White sport of Minstrel. A valuable variety to supplement this group of reliable December poms so popular with the Northern growers.

14 WEEK VARIETIES (Pinch Aug. 25)

SILVERSMITH Dec. 15 3.88
Intermediate decorative, white.

SNOWCAP Dec. 15 4.00
Large formal, white pompon. Outstanding for winter flowering program.

GARZA Dec. 15 4.00
Intermediate white anemone, well rounded cushion.

WEDDING BELLS Dec. 20 4.25
Intermediate pure white formal pompon.

ELEGANCE Dec. 20 4.00
A very nice white decorative of good size that should find a ready market during its natural Christmas season. Growth is strong and without a trace of vegetativeness.

15 WEEK VARIETIES (Pinch Sept. 1)

REVELATION Dec. 25 3.88
Outstanding white decorative. Dependable variety even when finished cool.

SNOW Dec. 25 4.00
Intermediate, cream white pompon. Requires 60° for bud initiation.

WHITE POMPONS, SINGLES AND ANEMONES (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---|---------------|------------------|
| TALMEDA | Jan. 5 | 4.13 |
| Intermediate white pompon. Good form and substance. Fine follow up variety for Revelation. | | |
| ILLINI SNOWBOUND | Jan. 5 | 4.25 |
| Intermediate decorative with cream center. Requires 60° for bud initiation and 50° for development. | | |

| VARIETY | MATURES | PRICES PER 50 |
|--|---------------|------------------|
| ILLINI CASCADE | Jan. 5 | 4.00 |
| Intermediate decorative, clear white. More temperature tolerant than Illini Snowbound. | | |

YELLOW POMPONS, SINGLES AND ANEMONES

7 WEEK VARIETIES (Pinch July 7)

| | | |
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| YELLOW CHRIS. COLUMBUS | Oct. 1 | 3.88 |
| Large Yellow decorative. Recommended for Pot Plants and Garden culture. Good cut flower. | | |

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| CHARLES NYE | Oct. 5 | 4.38 |
| Large deep lemon yellow pompon. Best cut flower variety for this early flowering date. | | |

8 WEEK VARIETIES (Pinch July 14)

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| SARASOTA | Oct. 15 | 4.00 |
| Medium pompon, bright lemon yellow. Good cut flower for early shade. | | |

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| YELLOW CALUMET | Oct. 15 | 4.38 |
| Lemon yellow sport of Calumet. Very nice growth habit for early cut flowers. | | |

9 WEEK VARIETIES (Pinch July 21)

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|---|----------------|-------------|
| GOLDEN HERALD | Oct. 25 | 4.00 |
| Large golden yellow decorative. Will tolerate high July temperatures for shade program. Nice fast disbud. | | |

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| YELLOW SEA GULL | Nov. 1 | 4.38 |
| Intermediate pompon. Light lemon. | | |

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| GOLD COAST | Oct. 25 | 3.75 |
| Intermediate, deep lemon yellow pompon. Heavy producer and one of the most popular varieties. | | |

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| DANDY | Nov. 1 | 4.00 |
| Intermediate pom. Temperature tolerant coupled with exceptional production. | | |

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| HAPPINESS | Oct. 28 | 4.00 |
| Large golden yellow single. Good producer and very reliable during high temperature periods. | | |

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| YELLOWCHIP (Available April 15) | Nov. 1 | 4.50 |
| Bright lemon yellow sport of Bluechip. Same outstanding characteristics of parent. Reliable performance will be especially welcome for summer flowering. | | |

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|---|----------------|-------------|
| SAUTERNE | Oct. 20 | 4.13 |
| Intermediate single. Intense yellow. Most attractive yellow single available to date for Greenhouse programs. | | |

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| SUNRAY | Nov. 3 | 4.25 |
| Small anemone, lemon yellow. Responds to shade and may be used for pots in Spring, Summer or Fall. | | |

10 WEEK VARIETIES (Pinch July 28)

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|---|---------------|-------------|
| YELLOW BEAUREGARD | Nov. 5 | 3.75 |
| Intermediate pompon, deep yellow. Outstanding pompon for flowering May thru November. Especially valuable for summer flowering. | | |

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| YELLOW ICEBERG | Nov. 5 | 3.50 |
| A beautiful yellow sport from one of the top white poms. Especially valuable in the early shade programs. Retains same vigor and other outstanding qualities of the parent Iceberg. | | |

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|---|---------------|-------------|
| YELLOW TOP | Nov. 5 | 3.88 |
| Bright lemon yellow sport from Whitetop with same versatility, and dependability. | | |

YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

2 — YEL. ICEBERG (Avail. Apr. 15) Nov. 5 4.50
 Deep yellow sport from Yellow Iceberg. As well as intensified color this sport displays a small improvement in size and form over the original Yellow Iceberg. It should eventually replace the original Yellow Iceberg and become recognized as the best in its class. Greenhouse and cloth house, Fast and Regular programs.

LUXURY Nov. 8 4.13
 Large decorative which can be raised as a spray or as a fast disbud. Bright yellow when flowered under summer conditions. Bronze tinge with cooler finish.

HEYDAY Nov. 10 3.63
 Intermediate bright yellow pom. Will initiate and develop at 56°. Tall rigid growth habit. Spray formation and reliability render it tops for early Spring flowering. Excessive high summer temperatures can prove harmful.

11 WEEK VARIETIES (Pinch Aug. 4)

YELLOW TAFFETA Nov. 15 4.25
 Lemon yellow decorative pom. Sport of Taffeta.

YELLOW SCULPTURE Nov. 15 4.38
 Large, lemon yellow daisy. Exceptional growth habit. Reliable for January and February flowering. Temperature tolerant.

GOLDEN CHORD Nov. 15 4.00
 Intermediate golden yellow pompon. Sturdy, productive growth habit.

FORTY-NINER Nov. 15 3.75
 Large formal pompon, golden yellow. Color has real appeal for fall season.

SUZANNE MILLER Nov. 15 4.38
 Large anemone, buff-yellow with yellow center.

GOLD BALL Nov. 15 3.88
 Intermediate pompon, golden yellow. Vigorous free growth habit.

ILLINI GOLDRIFT Nov. 18 4.50
 Bright golden intermediate decorative, with fringed florets similar to Snowdrift. Stronger stems and a very

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
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YELLOW SHASTA Nov. 10 3.50
 Large anemone, light lemon yellow. Best anemone for all season programs.

GOLDEN SHASTA Nov. 10 4.50
 Large deep yellow selection from Yellow Shasta. Same vigor and versatility as parent variety.

YELLOW IGLOO Nov. 10 3.88
 Intermediate deep lemon yellow, formal pompon. Good Spring thru Fall.

YELLOW ILLINI SNOWDRIFT Nov. 12 4.00
 A pleasing yellow sport of Illini Snowdrift. Somewhat less vigorous. The selection is more finely feathered. Also makes an unusual pot mum using tall treatment.

prolific blooming habit. Attractive as a novelty pot plant with tall treatment. Useful September thru December.

YEL. L. I. BEAUTY Nov. 20 4.25
 Large anemone, yellow with yellow center.

YELLOW Highbrow Nov. 20 4.13
 Large decorative, golden yellow. Responds to late cloth house program.

LOLLIPOP Nov. 20 4.00
 Formal round hard lemon yellow pompon. Crops perfectly for Thanksgiving.

PIPPIN Nov. 20 4.13
 Intermediate pompon, deep lemon yellow. Good producer.

ILLINI SUNSPOT Nov. 20 4.38
 Large pompon, yellow. Sturdy, somewhat short growth habit.

SULTAN Nov. 22 4.38
 Large formal decorative, golden yellow. Handles easily, and very productive. One of the best for the season.

12 WEEK VARIETIES (Pinch Aug. 11)

ILLINI WAMPUM Nov. 25 4.25
 Small anemone bright yellow with greenish yellow cushion.

GOLDSMITH Nov. 25 3.88
 Large decorative, deep golden yellow. One of the best for Thanksgiving.

HIGHLANDER Nov. 25 4.13
 Intermediate decorative, lemon yellow. More productive than Goldsmith, but a lighter yellow.

SUNNYSIDE Nov. 25 4.00
 Intermediate formal pompon, golden yellow.

YELLOW POMPONS, SINGLES AND ANEMONES (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---|----------------|------------------|
| YELLOW VALENCIA Large single, golden yellow. | Nov. 28 | 4.13 |
| YELLOW GALAXY Intermediate single, lemon yellow. Most attractive and useful from October thru winter program. | Dec. 1 | 4.00 |

| VARIETY | MATURES | PRICES PER 50 |
|--|---------------|------------------|
| YELLOW FORTUNE Intermediate yellow pompon. Quality flower for November and December. | Dec. 1 | 4.25 |

13 WEEK VARIETIES (Pinch Aug. 18)

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| GOLDEN ACCLAIM Large pompon, golden yellow. Clean growth and responds well to all Winter programs. | Dec. 5 | 4.00 |
| CORONATION Intense golden yellow decorative. Larger more beauti- | Dec. 5 | 4.00 |

fully formed than Corsair and responds more uniformly as the variety will initiate and develop at 56 degrees.

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| CORSAIR Large pompon, lemon yellow. Outstanding for quality, vigor and production. | Dec. 10 | 3.75 |
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14 WEEK VARIETIES (Pinch Aug. 25)

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|---|----------------|-------------|
| YELLOW GARZA Intermediate anemone, yellow. Latest yellow anemone. | Dec. 15 | 4.25 |
| SHAMROCK Large decorative, deep lemon yellow. Heavy growth habit. | Dec. 15 | 4.13 |
| VIBRANT Intermediate decorative. Deep lemon yellow. Strong | Dec. 20 | 4.00 |

grower. Often used where headroom is limited. Very productive.

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| SUNRISE Intermediate pompon, deep lemon yellow, withstands lower temperatures. | Dec. 20 | 4.25 |
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| GOLDEN ELEGANCE Intermediate lemon yellow sport from Elegance. Production is high coupled with a good spray formation and clean growth habit. | Dec. 20 | 4.00 |
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15 WEEK VARIETIES (Pinch Sept. 1)

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| YULEFLAME Large decorative. Deep lemon of outstanding quality. | Dec. 25 | 4.13 |
| YELLOW SNOW Intermediate pompon, deep lemon yellow. Requires 60° for bud initiation. | Dec. 25 | 4.13 |

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|---|---------------|-------------|
| ILL. YEL. SNOWBOUND Intermediate pompon, light lemon yellow. Latest yellow pompon. Requires 60° for bud initiation and 50° for development. | Jan. 5 | 4.25 |
|---|---------------|-------------|

BRONZE & RED POMPONS, SINGLES & ANEMONES

7 WEEK VARIETIES (Pinch July 7)

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| HUNTSMAN Large decorative pompon, scarlet-orange. Tall, garden and cut flower variety. | Oct. 5 | 4.38 |
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| CARNIVAL Large pompon, burnt orange. Very good cut flower and garden variety. Medium height. | Oct. 10 | 4.38 |
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8 WEEK VARIETIES (Pinch July 14)

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|---|----------------|-------------|
| CALUMET Large decorative, brilliant apricot. Excellent as garden variety and for early shade house. | Oct. 15 | 4.25 |
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| RADIANCE Intermediate decorative, non-fading red. Good for pots and garden work. | Oct. 15 | 4.25 |
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BRONZE & RED POMPONS, SINGLES & ANEMONES

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
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| RAJAH Intermediate single, scarlet. Striking daisy for garden and cut flowers. | Oct. 15 | 4.38 |
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| VARIETY | MATURES | PRICES PER 50 |
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| JAMES STEWART Small Apricot-gold pompon. May be used in Garden or early shade programs. | Oct. 15 | 4.38 |
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9 WEEK VARIETIES (Pinch July 21)

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| FIREBIRD Intermediate decorative, reddish bronze. | Oct. 25 | 4.38 |
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| BRONZE DOT Intermediate pompon, light bronze with dark center. | Oct. 25 | 4.13 |
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| RED REWARD Bright red single, sport of Reward with same wide range of temperature tolerance for bud initiation and development. Best April thru mid June and September thru November. | Oct. 25 | 4.38 |
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| BUCKSKIN Tawny-bronze single. Very productive and responsive under shade. | Oct. 25 | 4.13 |
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| NAVAHO Intermediate pompon, mahogany-red. | Nov. 1 | 4.38 |
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| BRONZECHIP Lively Orange-bronze sport of Bluechip. Temperature tolerant. Color expression increases with cooler conditions. | Nov. 1 | 3.88 |
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10 WEEK VARIETIES (Pinch July 28)

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| NECTARINE Intermediate apricot orange pastel, decorative. Unmatched color. | Nov. 5 | 4.38 |
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| JETFIRE Intermediate decorative, flaming red. Outstanding in late shade program. Best results if grown in sterilized soil. | Nov. 5 | 3.88 |
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| ORANGE BEAUREGARD Intermediate pompon, orange-yellow sport of Beauregard. The Beauregards are a very versatile and reliable family. Tolerates 56° for bud initiation. | Nov. 5 | 4.13 |
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| BEAUREGARD Intermediate pompon, red-bronze. Develops most desirable spray formation during high light conditions. | Nov. 5 | 3.75 |
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| DARK BEAUREGARD Luminous mahogany-bronze sport of Beauregard. Better color retention. | Nov. 5 | 3.88 |
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| BRONZE DELIGHT (Avail. Apr. 15) Intermediate daisy. Intense reddish-bronze. Same outstanding growth habit of parent. Fills definite gap in 10 week varieties for a versatile bronze single. | Nov. 5 | 4.50 |
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| VULCAN Large, crimson red decorative. Exceptional quality and color clarity for Christmas pots. May be flowered as Spring, Fall, or Winter pot. Strong breaking action when pinched and efficient under single stem pot programming. | Nov. 5 | 4.50 |
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| RUBICON Large decorative, red. Good for Fall programs. | Nov. 5 | 4.00 |
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| BITTERSWEET Intermediate single, bitter-sweet red. Good variety for Fall shading and normal flowering. | Nov. 5 | 4.38 |
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| COPPERHEAD Large decorative, copper-bronze. May be used for pots or disbuds, as well as regular spray. | Nov. 10 | 4.00 |
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| DK. BR. MASTERPIECE Large pompon, dark bronze, sport of Masterpiece. | Nov. 12 | 4.38 |
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| PARAGON Large pompon, red. Good quality flower. | Nov. 12 | 4.25 |
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11 WEEK VARIETIES (Pinch Aug. 4)

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|---|----------------|-------------|
| BEAUREGARD SUPREME Selection from Beauregard maintaining same desirable color but nearly doubles flower size while offering increased vigor and more open spray formation. Extends the Beauregard season and performs well for late shade programs. | Nov. 15 | 4.13 |
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| BRONZE JUBILATION A rosewood bronze sport of Jubilation that is equal in all respect to its parent variety. Like all bronzes, benefits by cool finishing temperatures. | Nov. 15 | 4.25 |
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BRONZE & RED POMPONS, SINGLES & ANEMONES (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---|----------------|------------------|
| BRONZE TAFFETA Bronze decorative pom. Sport of Taffeta. | Nov. 15 | 4.25 |
| SHALIMAR Lively orange-bronze anemone. | Nov. 15 | 3.88 |
| LEGAL TENDER Intermediate decorative, red-gold. | Nov. 20 | 4.25 |
| RUSTICON Intermediate pompon, rust-red. | Nov. 20 | 4.00 |
| THELMA Intermediate pompon, orange-red. Holds its brilliant color well. Good September to December. | Nov. 20 | 3.88 |
| RUBAIYAT Intermediate formal pompon, velvety red. Unequaled for Fall thru Christmas Season. | Nov. 20 | 3.75 |

| VARIETY | MATURES | PRICES PER 50 |
|--|----------------|------------------|
| OLNURA Large apricot buff anemone. Valencia size. Attractive as disbud, or grown in sprays. Responds to light and shade for flowering Sept. thru December. | Nov. 22 | 4.25 |
| FESTIVAL Intermediate single, apricot-red. Attractive variety for this season. | Nov. 23 | 4.38 |
| BRONZE MINUET Intermediate pompon, bronze. | Nov. 23 | 4.38 |
| RED ROLINDA Intermediate anemone, red. Durable Thanksgiving variety. | Nov. 23 | 4.25 |

12 WEEK VARIETIES (Pinch Aug. 11)

| | | |
|--|----------------|-------------|
| ILL. REDWOOD Large pompon, reddish-bronze, durable well formed flower for Thanksgiving and December. | Nov. 25 | 4.25 |
| BR. GOLDSMITH Large decorative, orange-bronze. Attractive Thanksgiving color. | Nov. 25 | 4.00 |
| APRICOT VALENCIA Large single, apricot bronze. | Nov. 28 | 4.13 |

| | | |
|--|----------------|-------------|
| CRIMSON VALENCIA Large single, red. | Nov. 28 | 4.38 |
| GALAXY Intermediate single, orange-scarlet. Striking color and good production. | Dec. 1 | 4.00 |
| CRACKERJACK Intermediate daisy, vigorous and productive, that is best described as a Red Galaxy. A real eyecatcher for wholesaler or retailer. | Dec. 1 | 4.00 |

13 WEEK VARIETIES (Pinch Aug. 18)

| | | |
|---|----------------|-------------|
| DEBONAIR Large pompon, crimson red. Well formed flower with good color. | Dec. 5 | 4.25 |
| FLAME MINSTREL Intermediate pompon. Reddish bronze Minstrel selection. Better color for this season than Bronze Minstrel. | Dec. 13 | 4.38 |

| | | |
|---|----------------|-------------|
| CHRISTMAS STAR Intermediate single, scarlet. Good production and quality. | Dec. 13 | 4.00 |
|---|----------------|-------------|

14 WEEK VARIETIES (Pinch Aug. 25)

| | | |
|--|----------------|-------------|
| CHRISTMAS GREETINGS Large Pompon, crimson-red. Most productive and best red for Xmas. On raised beds needs cool conditions to hold for Xmas. | Dec. 15 | 3.88 |
| MERRYMAKER Intermediate single, crimson-red. Quality flowers and good producer. | Dec. 20 | 4.13 |

| | | |
|---|----------------|-------------|
| POINSETTIA Large single, scarlet red. Outstanding and most attractive red single for late December. | Dec. 20 | 4.13 |
|---|----------------|-------------|

PINK POMPONS, SINGLES & ANEMONES

Stafford Mums

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

7 WEEK VARIETIES (July 7)

LASSIE Oct. 10 4.00
Large decorative dark pink. Good as cut flower and for garden work. Height medium.

8 WEEK VARIETIES (Pinch July 14)

JEWELL Oct. 15 4.38
Small pompon, lavender pink. Compact sturdy growth. Good cut flower.

ENTERPRISE Oct. 15 4.38
Large Amaranth rose pompon. Good for garden and early shade.

CAROLYN YOSICK Oct. 20 4.25
Intermediate pompon, lavender.

9 WEEK VARIETIES (Pinch July 21)

PINKETTE Oct. 25 4.25
Intermediate Dark Pink Pompon. Good for Spring, Summer and Fall programs.

REWARD Oct. 25 4.13
Intermediate single, lavender. Outstanding pink for the shade program. Productive.

PINK DOT Oct. 25 4.13
Intermediate pompon, light lavender, with dark pink eye. Good shade variety.

BLUECHIP Nov. 1 3.50
Intermediate luminous pink decorative. Original of the

Chip family. Will tolerate 56° and is especially valuable for its color retention quality. Top notch pompon Spring thru Fall.

PINKCHIP Nov. 1 4.13
Pleasing light pink selection of Bluechip. Same quality and habit as parent. True pastel color best expressed in Spring and Fall.

DARKCHIP Nov. 3 4.00
Bright, dark lavender sport of Bluechip. Selection displays better color retention during summer than the parent variety. Somewhat stronger growth habit maturing a few days later.

10 WEEK VARIETIES (Pinch July 28)

PARISIENNE Nov. 5 4.13
Intermediate single, nearest to true pink.

DELIGHT Nov. 5 4.00
Intermediate dark pink daisy. Productive, durable and of striking color. Exceptional vigor under light programs for Spring, and dependable for Fall shade.

CRITERION Nov. 8 3.63
Large decorative pink pom. Good year round pot mum. Good color retention. A fine cut spray with one extra long day week and center bud removed.

PORTRAIT Nov. 8 3.63
Large decorative pompon, deep lavender. Useful as cut Flowers March thru June and Sept. thru November. Also adaptable to pot work year round.

PENNANT Nov. 10 3.88
Intermediate decorative, deep pink. Suitable for Spring, Summer and Fall flowering. Tolerates 56° and withstands high temperatures, without delay and a minimum of fading.

PANDORA Nov. 10 4.13
Large decorative pompon, luminous-pink. Suited for the cloth house.

HUMDINGER Nov. 10 3.75
Large violet purple pom. Good for Spring and Fall Programs. Makes a distinctive pot variety.

MASTERPIECE Nov. 12 4.13
Large pompon, deep lavender.

PINK POMPONS, SINGLES & ANEMONES (Cont.)

| VARIETY | MATURES | PRICES PER 50 | VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|---------|---------|------------------|
|---------|---------|------------------|---------|---------|------------------|

11 WEEK VARIETIES (Pinch Aug. 4)

VEDOVA Nov. 15 4.13
Extra large Valencia size Anemone. Pastel shade of a lustrous pink with small green tipped cushions. The beauty and quality of this variety make it especially good as a fast disbud, disspray or a pot variety. Growth habit and beauty of this variety make it much superior to Beautiful Lady.

JUBILATION Nov. 15 4.00
Large luminous pink pom. Tolerates 56° for bud initiation and development. Exceptional vigor with sharp response and good production.

TAFFETA Nov. 15 4.00
Two-tone pink decorative. Good for off season flowering. Desirable growth habit and handles well.

DARK NORMA Nov. 15 4.38
Large anemone, dark lavender, yellow cushion.

ALMEGA Nov. 15 4.00
Large pompon, silverly pink. Distinctive color. Durable flower with good keeping qualities.

DELMAR Nov. 20 3.88
Intermediate pompon. Light lavender pink. Distinctive Dot color contrast. Excellent spray formation. Strong and productive in fall and winter spray programs.

PINK L. I. BEAUTY Nov. 20 4.38
Large orchid pink anemone, yellow cushion. A large novelty flower when disbudded.

DK. PK. L. I. BEAUTY Nov. 20 4.38
Large anemone, deep orchid, yellow cushion.

MINUET Nov. 23 4.25
Intermediate pompon, true pink. Good quality flower.

ILLINI FORMAL Nov. 23 4.25
Intermediate rose pink pompon. Large unique flower on well formed sprays for Thanksgiving. Exceptionally heavy producer.

12 WEEK VARIETIES (Pinch Aug. 11)

VALENCIA Nov. 28 4.13
Rose Pink Single. Large flowers supported on long strong pedicles.

DARK PINK VALENCIA Nov. 28 4.13
Large single, dark orchid-pink. The Valencia's make a nice large disbud.

13 WEEK VARIETIES (Pinch Aug. 18)

ENCHANTRESS Dec. 5 4.25
Large anemone, lavender pink with yellow cushion.

MINSTREL Dec. 13 4.00
Intermediate pompon, lavender. Quality pompon for November and December.

DEBUTANTE Dec. 10 4.13
Large single, lavender. Good for mid-winter flowering. Withstands lower temperatures.

GAY MINSTREL Dec. 13 4.50
Intermediate pompon. Sport of Minstrel, but a lighter pink. Less vegetative and a clearer color than Imp. Pink Minstrel.

14 WEEK VARIETIES (Pinch Aug. 24)

DEFIANCE Dec. 20 4.38
Intermediate decorative lavender. Very fine performer for normal flowering.

ALVODA Dec. 25 3.88
Large smooth Portait pink decorative. A very dependable variety for cool units. Tolerant of 56° with best color expression under like conditions.



A planting of "Short Disbuds" may be the answer to that empty bench.

YEAR ROUND FLOWERING OF CHRYSANTHEMUMS

YEAR ROUND FLOWERING

By using artificial light or shading with black cloth, Chrysanthemums can be flowered at any time.

If you wish to flower 'MUMS at any time other than their normal flowering season, select your flowering date or dates and order your stock early to be sure you have them to plant at the proper time. Then be prepared to light or shade them as your program requires.

YEAR ROUND CUT FLOWER SCHEDULES

Schedules for flowering Mums throughout the year begin on page 21 of this catalogue. The schedules as set up allow for maximum growth and can, through proper planning and growing, be cut down by two to three weeks and still achieve a stem length of approximately 36 inches. This shortening of bench time is best accomplished by planting and pinching two to three weeks later than dates listed in the schedules. If you plant later than the date given do not attempt to pinch on the listed pinch date, for more harm than good can be done by any attempt to pinch a cutting that is not well established and making new growth. Pinching into hard growth will reduce greatly the number of breaks per plant and the resulting breaks will not have the vigor and strength desired. It is much better that one wait additional time to obtain soft growth before pinching.

YEAR ROUND POT MUMS

'Mums as pot plants can be grown throughout the entire year, or for that particular time when you are looking for a fast, dependable crop to fill a gap in your greenhouse programming.

A program of continuous supply is a real money maker offering a surprisingly high square foot return. In fact we believe it can produce the highest average return of any Mum program.

In general we recommend the single pinch method of five cuttings in a six inch pot as the most acceptable plant. However a variation in size is often quite desirable, such as four cuttings in a five inch pot or possibly a few larger seven or eight inch pots. Our trials and experience have shown the retail florist is often interested in something larger than the six inch pan especially at holiday periods. We recommend the use of the shorter Azalea pot regardless of the size pot being used.

Some growers recently have had encouraging success using a no-pinch program. To do this, short days are applied at the time of potting and the pot is finished within 9, 10 or 11 weeks, depending on response group selected. This single stem method requires more exacting culture from potting until bud selection.

A good pot requires a good start. This can best be accomplished by careful grading of cuttings for both height and stem diameter for each pot. This is important for uniform pots. When planting, plant shallow and set the cuttings on a slight outward angle and at uniform distances around the edge of the pot. Do not plant one in the middle unless you are going into a seven or eight inch pot. Planting on a slight angle increases the basal foliage, the amount of strong breaks and adds immeasurably to the appearance and size of the plant.

A complete schedule for year round pot mums can be found starting on page 25 along with a listing of the better varieties to be used, and treatment to be followed. We will be glad to serve you in setting up a schedule to

fit your particular requirements as to space available and expected demand at different times of the year.

Here is an example of what can be accomplished with only 800 square feet of bench space. — This area will produce 50 Six Inch Pots every week of the year or a total of 2600 pots, grown single pinch method. Under single stem, or no pinch method, this same area would produce better than 3200 pots per year.

SHORT OR FAST DISBUDS

Short Disbuds or Fast Disbuds are becoming increasingly popular throughout the trade with both wholesale and retail growers. Under this program you can achieve three and a half to four inch flowers on 24 to 30 inch stems in 11 to 17 weeks (regular schedules are 16 to 22 weeks), depending on the time of year. This schedule allows for nearly three and a half crops to be produced during the year for a total production of approximately 40 individual blooms per square foot. For the wholesale grower these disbuds will in fact augment his sales of regular Mums and poms. For the retail grower they offer a greater variation and more practical use than do the larger Mums and with the shorter schedules can increase the amount of flowers they can raise for their own use. Most retail growers who have tried them find them profitable and are now willing to seek outside sources to purchase the largest mums when needed.

This is a pinch crop with your preference as to two or three stems per plant. On the Indianapolis varieties we recommend two per plant allowing three on the outside rows only. Pruning should be done within two weeks after pinch so as to increase the vigor and quality of the selected shoots and resulting blooms.

Generally we recommend spacing of 12 square inches per bloom during the summer, 13 or 14 square inches per bloom during spring and fall and 16 square inches per bloom during the winter flowering.

DISBUD SCHEDULE

Here is an Outline for growing fast disbuds the year round. The crop requires the same culturing factors as the year round program, so check the Year Round Lighting and Shading Schedules on page 20.

| Blooming Period | Weeks Plant To Pinch | Weeks Pinch To Start Short Days |
|-------------------|----------------------|---------------------------------|
| Jan. 1 — Mar. 15 | 3 | 4 |
| Mar. 16 — Apr. 15 | 3 | 3 |
| Apr. 16 — Apr. 30 | 3 | 2 |
| May 1 — May 30 | 2 | 2 |
| June 1 — June 30 | 2 | 1 |
| July 1 — July 31 | 2 | 0 |
| Aug. 1 — Sept. 30 | 2 | 1 |
| Oct. 1 — Oct. 30 | 2 | 2 |
| Nov. 1 — Nov. 30 | 2 | 3 |
| Dec. 1 — Dec. 30 | 3 | 3 |

RECOMMENDED DISBUD VARIETIES

Listed below are the varieties with their recommended periods of flowering, which in our trials have proven to be the most productive and durable, and more generally profitable. A few varieties such as the Shastas and Long Island Beautys seem to be satisfactory for limited quantities but generally do not achieve nor demand a satisfactory commercial price. The varieties listed therefore are generally better commercially.

YEAR ROUND FLOWERING OF CHRYSANTHEMUMS

| Variety | Spring | Summer | Fall | Winter |
|----------------------|--------|--------|------|--------|
| Wh. Pk. Chief | X | X | X | |
| Marblehead | X | X | X | |
| Queen Lace | X | X | X | X |
| Donlope's Wh. Spider | X | X | X | |
| Nightingale | X | | X | |
| Ind. White | X | X | X | X |
| Imp. Ind. White | X | X | X | X |
| Ind. #3 Wh. | X | X | X | X |
| Iceberg | X | X | X | X |
| Blazing Gold | X | X | X | |
| Yel. Marblehead | X | X | X | |
| Yel. Lace | X | X | X | X |
| Good News | | X | X | |
| Ind. Yellow | X | X | X | X |
| Imp. Ind. Yellow | X | X | X | X |
| Luyona | X | X | X | X |
| Golden Herald | X | X | X | |
| #2 Yel. Iceberg | X | X | X | X |
| Yel. Iceberg | X | X | X | X |
| Luxury | X | X | X | |
| Waikiki | X | | X | |
| Fred Yule | X | X | X | |
| Detroit News | | | X | |
| Ind. Bronze | X | | X | X |
| Dk. Ind. Bronze | X | | X | X |
| Nectarine | X | | X | |
| Valentine | X | | X | X |
| Olnura | X | | X | X |
| Blue Ribbon | X | X | X | X |
| Bunbu | X | | X | X |
| Ind. Pink | X | | X | X |
| Laughter | X | X | X | X |
| Vedova | X | | X | X |

LIGHTING

Lights are needed to prevent formation of buds before required growth is attained. A light intensity of not less than 10 foot candles is necessary to accomplish this, or approximately 1½ watts of light per square foot of space, including walks. For small installations 60 watt lights, under reflectors, spaced 4 feet apart; or 100 watt lights, under reflectors, spaced 6 feet apart and about 30 inches above the tops of the plants will usually prove satisfactory. **AT NO TIME SHOULD THERE BE MORE THAN 8½ HOURS OF DARKNESS.** Consequently lights should be applied preferably after 10 P.M., or as near midnight as possible, and lighted for the required number of hours as shown in the schedule.

Lighting Plants on a small scale.

When a small block or any part of a house is to be grown under lights be sure to drop a black cloth to cut off any other plants around them so their growth will not be affected by the lights. In other words the plants to be grown under lights must be isolated from any other plants around them during the hours of lighting.

ADDITIONAL LIGHTING SCHEDULE

- 2 Hours during the months of August, April, May.
 - 3 Hours during the months of September, October, March.
 - 4 Hours during the months of November and February
 - 5 Hours during the months of December and January
- Temperature — To flower under lights during the winter months it is necessary to keep a minimum tem-

perature of 60 to 65 degrees, and not less than 60 degrees at night, during the period of growth and bud formation. After color shows in the buds, lower temperature gradually to 54-56 degrees to harden off the finished flowers.

SHADING

On programs calling for shading with Black Cloth, the plants should be covered so as to receive about 12 or 13 hours of darkness, e.g. 6:30 P.M. to 7:00 A.M. Shading for longer periods cuts down valuable day length and results in a somewhat less productive crop. Many growers, due to closing hours etc., shade at 4:30 or 5:00 P.M. This practice has proven satisfactory but undoubtedly the crop would be benefited by the cloths being applied an hour or so later.

HEAT DELAY

Abnormally high temperatures building up under cloth can wipe out an entire crop or delay the flowering by weeks. If at shading time the temperature is abnormally high it is better that you only pull the cloth but do not close the beds completely. Skipping the complete shading on a few nights will not effect much difference in flowering date whereas through shading on these nights a possible crop failure or delay of weeks may be the result.

YEAR-ROUND LIGHTING AND SHADING SCHEDULE

| Response Group | Shading to Stop in Fall | Shading to Start in Spring |
|----------------|-------------------------|----------------------------|
| 8 week | Sept. 1 | Apr. 4 |
| 9 week | Sept. 6 | Mar. 28 |
| 10 week | Sept. 13 | Mar. 21 |
| 11 week | Sept. 13 | Mar. 14 |
| 12 week | Sept. 20 | Mar. 7 |
| 13 week | Sept. 20 | |
| 14 week | Sept. 27 | |

| Response Group | Lighting to Start in Fall | Lighting to Stop in Spring |
|----------------|---------------------------|----------------------------|
| 8 week | July 25 | May 16 |
| 9 week | Aug. 1 | May 9 |
| 10 week | Aug. 1 | May 2 |
| 11 week | Aug. 8 | Apr. 25 |
| 12 week | Aug. 15 | Apr. 18 |
| 13 week | Aug. 22 | |
| 14 week | Aug. 29 | |

12-9-12 INTERRUPTED LIGHTING FOR WINTER STANDARDS

The use of interrupted lighting on the Indianapolis, Mefo and Queen varieties has resulted in a fuller flower with better form during the dark winter months. The use of the 12-9-12 schedule outlined below, and the practice of maintaining both day and night temperatures near 60 degrees invariably produces the best crop results.

To use this method you first determine the normal "lights off" date for the blooming date desired. Count back 12 days from this "lights off" date and shut off lights for 9 complete short days. Then give long days once again for 12 full days. Please note however that if you have varieties other than those mentioned above, in the unit, be sure to protect them from this lighting procedure by the use of black cloth.

YEAR ROUND CUT FLOWER SCHEDULES

STANDARD & POMPONS GROWN FOR CUT FLOWERS FOR NEW ENGLAND AND SURROUNDING AREA

Latitude 40-45 degrees

FOR NO PINCH METHOD — PLANT ON PINCH DATE

| BLOOMING DATE | RESPONSE GROUP | PLANT | PINCH | LIGHTING PERIOD | START SHADE |
|----------------|----------------|---------|---------|-------------------|-------------|
| May 16 1960 | 10 week | Jan. 5 | Feb. 2 | Jan. 5 — Mar. 8 | Mar. 22 |
| | 9 week | | | Jan. 5 — Mar. 15 | Mar. 29 |
| | 8 week | | | Jan. 5 — Mar. 22 | Apr. 5 |
| May 23 | 10 week | Jan. 19 | Feb. 16 | Jan. 19 — Mar. 15 | Mar. 22 |
| | 9 week | | | Jan. 19 — Mar. 22 | Mar. 29 |
| | 8 week | | | Jan. 19 — Mar. 29 | Apr. 5 |
| May 30 | 10 week | Feb. 2 | Feb. 23 | Feb. 2 — Mar. 22 | Mar. 22 |
| | 9 week | | | Feb. 2 — Mar. 29 | Mar. 29 |
| | 8 week | | | Feb. 2 — Apr. 5 | Apr. 5 |
| June 6 | 10 week | Feb. 16 | Mar. 8 | Feb. 16 — Mar. 29 | Mar. 29 |
| | 9 week | | | Feb. 16 — Apr. 5 | Apr. 6 |
| | 8 week | | | Feb. 16 — Apr. 12 | Apr. 12 |
| June 13 | 10 week | Feb. 23 | Mar. 15 | Feb. 23 — Apr. 5 | Apr. 5 |
| | 9 week | | | Feb. 23 — Apr. 12 | Apr. 12 |
| | 8 week | | | Feb. 23 — Apr. 19 | Apr. 19 |
| June 20 | 10 week | Mar. 1 | Mar. 22 | Mar. 1 — Apr. 12 | Apr. 12 |
| | 9 week | | | Mar. 1 — Apr. 19 | Apr. 19 |
| | 8 week | | | Mar. 1 — Apr. 26 | Apr. 26 |
| June 27 | 10 week | Mar. 8 | Mar. 29 | Mar. 8 — Apr. 19 | Apr. 19 |
| | 9 week | | | Mar. 8 — Apr. 26 | Apr. 26 |
| | 8 week | | | Mar. 8 — May 3 | May 3 |
| July 4 | 10 week | Mar. 15 | Apr. 5 | Mar. 15 — Apr. 26 | Apr. 26 |
| | 9 week | | | Mar. 15 — May 3 | May 3 |
| | 8 week | | | Mar. 15 — May 10 | May 10 |
| July 11 | 10 week | Mar. 22 | Apr. 12 | Mar. 22 — May 3 | May 3 |
| | 9 week | | | Mar. 22 — May 10 | May 10 |
| | 8 week | | | Mar. 22 — May 17 | May 17 |
| July 18 | 10 week | Mar. 29 | Apr. 19 | Mar. 29 — May 3 | May 10 |
| | 9 week | | | Mar. 29 — May 10 | May 17 |
| | 8 week | | | Mar. 29 — May 17 | May 24 |
| July 25 | 10 week | Apr. 5 | Apr. 26 | Apr. 5 — May 3 | May 17 |
| | 9 week | | | Apr. 5 — May 10 | May 24 |
| | 8 week | | | Apr. 5 — May 17 | May 31 |
| August 1 | 10 week | Apr. 12 | May 3 | Apr. 12 — May 3 | May 24 |
| | 9 week | | | Apr. 12 — May 10 | May 31 |
| | 8 week | | | Apr. 12 — May 17 | June 7 |
| August 8 | 10 week | Apr. 19 | May 10 | Apr. 19 — May 3 | May 31 |
| | 9 week | | | Apr. 19 — May 10 | June 7 |
| | 8 week | | | Apr. 19 — May 17 | June 14 |
| August 15 | 10 week | Apr. 26 | May 17 | Apr. 26 — May 3 | June 7 |
| | 9 week | | | Apr. 26 — May 10 | June 14 |
| | 8 week | | | Apr. 26 — May 17 | June 21 |
| August 22 | 10 week | May 10 | May 24 | no lights | June 14 |
| | 9 week | | | May 10 — May 17 | June 21 |
| | 8 week | | | May 10 — May 17 | June 28 |
| August 29 | 10 week | May 17 | May 31 | no lights | June 21 |
| | 9 week | | | no lights | June 28 |
| | 8 week | | | no lights | July 5 |
| September 5 | 10 week | May 24 | June 7 | no lights | June 28 |
| | 9 week | | | no lights | July 5 |
| | 8 week | | | no lights | July 12 |

YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

| BLOOMING DATE | RESPONSE GROUP | PLANT | PINCH | LIGHTING PERIOD | START SHADE |
|---------------|----------------|---------|---------|--------------------|-------------|
| September 12 | 10 week | May 31 | June 14 | no lights | July 5 |
| | 9 week | | | no lights | July 12 |
| | 8 week | | | no lights | July 19 |
| September 19 | 11 week | June 7 | June 21 | no lights | July 5 |
| | 10 week | | | no lights | July 12 |
| | 9 week | | | no lights | July 19 |
| | 8 week | | | no lights | July 26 |
| September 26 | 11 week | June 7 | June 21 | no lights | July 12 |
| | 10 week | | | no lights | July 19 |
| | 9 week | | | no lights | July 26 |
| | 8 week | | | no lights | Aug. 2 |
| October 3 | 11 week | June 14 | June 28 | no lights | July 19 |
| | 10 week | | | no lights | July 26 |
| | 9 week | | | no lights | Aug. 2 |
| | 8 week | | | no lights | Aug. 9 |
| October 10 | 12 week | June 21 | July 5 | no lights | July 19 |
| | 11 week | | | no lights | July 26 |
| | 10 week | | | no lights | Aug. 2 |
| | 9 week | | | no lights | Aug. 9 |
| October 17 | 12 week | June 21 | July 5 | no lights | July 26 |
| | 11 week | | | no lights | Aug. 2 |
| | 10 week | | | Aug. 2 — Aug. 9 | Aug. 9 |
| | 9 week | | | Aug. 2 — Aug. 15 | Aug. 16 |
| October 24 | 12 week | June 28 | July 12 | no lights | Aug. 2 |
| | 11 week | | | no lights | Aug. 9 |
| | 10 week | | | Aug. 2 — Aug. 16 | Aug. 16 |
| | 9 week | | | Aug. 2 — Aug. 23 | Aug. 23 |
| October 31 | 12 week | July 5 | July 19 | no lights | Aug. 9 |
| | 11 week | | | no lights | Aug. 16 |
| | 10 week | | | Aug. 2 — Aug. 23 | Aug. 23 |
| November 7 | 12 week | July 5 | July 19 | no lights | Aug. 23 |
| | 11 week | | | no lights | Aug. 16 |
| | 10 week | | | Aug. 2 — Aug. 30 | Aug. 30 |
| November 14 | 12 week | July 12 | July 26 | no lights | Aug. 23 |
| | 11 week | | | Aug. 9 — Aug. 30 | Aug. 30 |
| | 10 week | | | Aug. 2 — Sept. 6 | Sept. 6 |
| November 21 | 12 week | July 19 | Aug. 2 | Aug. 16 — Aug. 30 | Aug. 30 |
| | 11 week | | | Aug. 9 — Sept. 6 | no |
| | 10 week | | | Aug. 2 — Sept. 13 | no |
| November 28 | 13 week | July 26 | Aug. 9 | Aug. 23 — Aug. 30 | Aug. 30 |
| | 12 week | | | Aug. 16 — Sept. 6 | no |
| | 11 week | | | Aug. 9 — Sept. 13 | no |
| | 10 week | | | Aug. 2 — Sept. 20 | no |
| December 5 | 13 week | July 26 | Aug. 9 | no lights | no |
| | 12 week | | | Aug. 16 — Sept. 13 | no |
| | 11 week | | | Aug. 9 — Sept. 20 | no |
| | 10 week | | | Aug. 2 — Sept. 27 | no |
| December 12 | 14 week | Aug. 2 | Aug. 16 | Aug. 30 — Sept. 6 | Sept. 6 |
| | 13 week | | | Aug. 23 — Sept. 13 | no |
| | 12 week | | | Aug. 16 — Sept. 20 | no |
| | 11 week | | | Aug. 9 — Sept. 27 | no |
| | 10 week | | | Aug. 2 — Oct. 4 | no |
| December 19 | 14 week | Aug. 2 | Aug. 16 | no lights | no |
| | 13 week | | | Aug. 23 — Sept. 20 | no |
| | 12 week | | | Aug. 16 — Sept. 27 | no |
| | 11 week | | | Aug. 9 — Oct. 4 | no |
| | 10 week | | | Aug. 2 — Oct. 11 | no |

YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

Stafford Mums

| BLOOMING DATE | RESPONSE GROUP | PLANT | PINCH | LIGHTING PERIOD | START SHADE |
|-------------------|----------------|----------|----------|--------------------|-------------|
| December 26 | 14 week | Aug. 9 | Aug. 23 | Aug. 30 — Sept. 20 | no |
| | 13 week | | | Aug. 23 — Sept. 27 | no |
| | 12 week | | | Aug. 16 — Oct. 4 | no |
| | 11 week | | | Aug. 9 — Oct. 11 | no |
| | 10 week | | | Aug. 2 — Oct. 18 | no |
| January 2 1961 | 14 week | Aug. 9 | Aug. 30 | Aug. 30 — Sept. 27 | no |
| | 13 week | | | Aug. 23 — Oct. 4 | no |
| | 12 week | | | Aug. 16 — Oct. 11 | no |
| | 11 week | | | Aug. 9 — Oct. 18 | no |
| | 10 week | | | Aug. 9 — Oct. 25 | no |
| January 9 | 14 week | Aug. 16 | Sept. 6 | Aug. 30 — Oct. 4 | no |
| | 13 week | | | Aug. 23 — Oct. 11 | no |
| | 12 week | | | Aug. 16 — Oct. 18 | no |
| | 11 week | | | Aug. 16 — Oct. 25 | no |
| | 10 week | | | Aug. 16 — Nov. 1 | no |
| January 16 | 14 week | Aug. 23 | Sept. 13 | Aug. 30 — Oct. 11 | no |
| | 13 week | | | Aug. 23 — Oct. 18 | no |
| | 12 week | | | Aug. 23 — Oct. 25 | no |
| | 11 week | | | Aug. 23 — Nov. 1 | no |
| | 10 week | | | Aug. 23 — Nov. 8 | no |
| January 23 | 14 week | Aug. 30 | Sept. 20 | Aug. 30 — Oct. 18 | no |
| | 13 week | | | Aug. 30 — Oct. 25 | no |
| | 12 week | | | Aug. 30 — Nov. 1 | no |
| | 11 week | | | Aug. 30 — Nov. 8 | no |
| | 10 week | | | Aug. 30 — Nov. 15 | no |
| January 30 | 14 week | Sept. 6 | Sept. 27 | Sept. 6 — Oct. 25 | no |
| | 13 week | | | Sept. 6 — Nov. 1 | no |
| | 12 week | | | Sept. 6 — Nov. 8 | no |
| | 11 week | | | Sept. 6 — Nov. 15 | no |
| | 10 week | | | Sept. 6 — Nov. 22 | no |
| February 6 | 14 week | Sept. 13 | Oct. 4 | Sept. 13 — Nov. 1 | no |
| | 13 week | | | Sept. 13 — Nov. 8 | no |
| | 12 week | | | Sept. 13 — Nov. 15 | no |
| | 11 week | | | Sept. 13 — Nov. 22 | no |
| | 10 week | | | Sept. 13 — Nov. 29 | no |
| February 13 | 14 week | Sept. 20 | Oct. 11 | Sept. 20 — Nov. 8 | no |
| | 13 week | | | Sept. 20 — Nov. 15 | no |
| | 12 week | | | Sept. 20 — Nov. 22 | no |
| | 11 week | | | Sept. 20 — Nov. 29 | no |
| | 10 week | | | Sept. 20 — Dec. 6 | no |
| February 20 | 13 week | Sept. 27 | Oct. 18 | Sept. 27 — Nov. 22 | no |
| | 12 week | | | Sept. 27 — Nov. 29 | no |
| | 11 week | | | Sept. 27 — Dec. 6 | no |
| | 10 week | | | Sept. 27 — Dec. 13 | no |
| February 27 | 12 week | Oct. 4 | Oct. 25 | Oct. 4 — Dec. 6 | no |
| | 11 week | | | Oct. 4 — Dec. 13 | no |
| | 10 week | | | Oct. 4 — Dec. 20 | no |
| March 6 | 11 week | Oct. 11 | Nov. 1 | Oct. 11 — Dec. 20 | no |
| | 10 week | | | Oct. 11 — Dec. 27 | no |
| March 13 | 11 week | Oct. 18 | Nov. 8 | Oct. 18 — Dec. 27 | no |
| | 10 week | | | Oct. 18 — Jan. 3 | no |
| March 20 | 11 week | Oct. 25 | Nov. 15 | Oct. 25 — Jan. 3 | no |
| | 10 week | | | Oct. 25 — Jan. 10 | no |
| March 27 | 11 week | Nov. 8 | Nov. 29 | Nov. 8 — Jan. 10 | no |
| | 10 week | | | Nov. 8 — Jan. 17 | no |
| | 9 week | | | Nov. 8 — Jan. 24 | no |

Early Orders and Prompt Payment Save You Money.

YEAR ROUND SCHEDULE FOR CUT FLOWER CROPS

| BLOOMING DATE | RESPONSE GROUP | PLANT | PINCH | LIGHTING PERIOD | START SHADE |
|-----------------|----------------|---------|---------|-------------------|-------------|
| April 3 1961 | 11 week | Nov. 15 | Dec. 6 | Nov. 15 — Jan. 17 | no |
| | 10 week | | | Nov. 15 — Jan. 24 | no |
| | 9 week | | | Nov. 15 — Jan. 31 | no |
| April 10 | 11 week | Nov. 22 | Dec. 20 | Nov. 22 — Jan. 24 | Mar. 14 |
| | 10 week | | | Nov. 22 — Jan. 31 | no |
| | 9 week | | | Nov. 22 — Feb. 7 | no |
| April 17 | 11 week | Nov. 29 | Dec. 27 | Nov. 29 — Jan. 31 | Mar. 14 |
| | 10 week | | | Nov. 29 — Feb. 7 | Mar. 21 |
| | 9 week | | | Nov. 29 — Feb. 14 | Mar. 28 |
| April 24 | 10 week | Dec. 13 | Jan. 10 | Dec. 13 — Feb. 14 | Mar. 21 |
| | 9 week | | | Dec. 13 — Feb. 21 | Mar. 28 |
| | 8 week | | | Dec. 13 — Feb. 28 | Apr. 4 |
| May 1 | 10 week | Dec. 20 | Jan. 17 | Dec. 20 — Feb. 21 | Mar. 21 |
| | 9 week | | | Dec. 20 — Feb. 28 | Mar. 28 |
| | 8 week | | | Dec. 20 — Mar. 7 | Apr. 4 |
| May 8 | 10 week | Dec. 27 | Jan. 24 | Dec. 27 — Feb. 28 | Mar. 21 |
| | 9 week | | | Dec. 27 — Mar. 7 | Mar. 28 |
| | 8 week | | | Dec. 27 — Mar. 14 | Apr. 4 |

DISTANCE TO PLANT

To produce quality blooms for either a pinched or no pinch crop, spacing as shown in schedule below is

recommended. Spacing recommendations are governed by light intensity at various times of the year.

SPACING FOR NO PINCH CROP

| Crop Flowering | Pompon | Standards & Disbuds |
|----------------|--------|---------------------|
| May — Sept. | 4 x 5 | 6 x 4 |
| Sept. — Nov. | 4 x 6 | 6 x 5 |
| Nov. — Mar. | 4 x 7 | 6 x 6 |
| Mar. — May | 4 x 6 | 6 x 5 |

SPACING FOR SINGLE PINCH CROP

| Crop Flowering | Pompon | Standards & Disbuds |
|----------------|--------|---------------------|
| May — Sept. | 8 x 6 | 8 x 7 |
| Sept. — Nov. | 8 x 7 | 8 x 8 |
| Nov. — Mar. | 8 x 8 | 8 x 9 |
| Mar. — May | 8 x 7 | 8 x 8 |

Chart showing number of cuttings required to plant your beds or benches.

| Spacing | No. of Cuttings — | | | | |
|---------|-------------------|----------------|----------------|----------------|-----------------|
| | Per 10 sq. ft. | Per 15 sq. ft. | Per 25 sq. ft. | Per 50 sq. ft. | Per 100 sq. ft. |
| 5" x 6" | 48 | 72 | 120 | 240 | 480 |
| 5" x 8" | 36 | 54 | 90 | 180 | 360 |
| 6" x 6" | 40 | 60 | 100 | 200 | 400 |
| 6" x 7" | 34 | 51 | 84 | 170 | 340 |
| 6" x 8" | 30 | 45 | 75 | 150 | 300 |
| 7" x 8" | 26 | 39 | 65 | 130 | 260 |
| 8" x 8" | 22 | 33 | 56 | 112 | 225 |
| 8" x 9" | 20 | 32 | 52 | 104 | 208 |

For larger areas add quantities to meet total area.

E.g. — 125 sq. ft., add 120 (25 sq. ft.) and 480 (100 sq. ft.) = 600 R.C.

Did You Check "Early Order" and "Quantity Discounts" on the Colored Insert?

RECOMMENDED VARIETIES FOR POT PLANTS

| VARIETY | TREATMENT | RECOMMENDED FLOWERING PERIOD | |
|---------|------------------------|------------------------------|------------------|
| | | PINCHED | SINGLE STEM |
| WHITE | 9 week | | |
| | Wilson's White | Short | Year 'round |
| | Queens Lace | Tall | Year 'round |
| | 10 week | | |
| | Oregon | Short | Year 'round |
| | Little America | Tall | Sept. thru June |
| | Ill. Snowdrift | Tall | Mar. thru Dec. |
| | Fred Shoemsmith | Tall | Oct. thru May |
| | Ind. White | Tall | Year 'round |
| | Imp. Ind. White | Tall | Year 'round |
| | Ind. #3 White | Tall | Year 'round |
| | 11 week | | |
| | Marketeer | Tall | Oct. and Nov. |
| | | | Nov. and Dec. |
| YELLOW | 8 Week | | |
| | Blazing Gold | Medium | Mar. thru Sept. |
| | | | Apr. thru July |
| | 9 Week | | |
| | Yellow Lace | Short | Year 'round |
| | Sunray | Tall | Apr. thru Oct. |
| | 10 Week | | |
| | Yellow Delaware | Short | Year 'round |
| | Ind. Yellow | Tall | Year 'round |
| | Imp. Ind. Yellow | Tall | Year 'round |
| | Oregon Trail | Short | Year 'round |
| | Yel. Ill. Snowdrift | Tall | April thru Nov. |
| | Yel. Princess Anne | Tall | Sept. thru May |
| | Golden Fred Shoemsmith | Tall | Oct. thru May |
| | Yellow Shoemsmith | Tall | Oct. thru May |
| | 11 Week | | |
| | Bonn Deluxe | Medium | Year 'round |
| | Yellow Marketeer | Tall | Oct. and Nov. |
| | | | Oct. thru Feb. |
| | | | Nov. and Dec. |
| BRONZE | 9 Week | | |
| | Br. Palmero | | Mar. thru June |
| | 10 Week | | |
| | Delaware | Short | Sept. thru May |
| | Ind. Br. | Tall | Sept. thru May |
| | Dk. Ind. Br. | Tall | Sept. thru May |
| | Woking Scarlet | Tall | Oct. thru April |
| | Copperhead | Tall | Aug. thru Oct. |
| | Vulcan | Tall | Sept. thru May |
| | 11 Week | | |
| | Valentine | Tall | Oct. thru Apr. |
| | Calv. Gold | Medium | Oct. thru Dec. |
| | | | Oct. thru April |
| | | | Oct. thru Dec. |
| PINK | 9 Week | | |
| | Blue Ribbon | Medium | Year 'round |
| | Queen of Pinks | Medium | Sept. thru April |
| | 10 Week | | |
| | Ind. Pk. | Tall | Oct. thru May |
| | Portrait | Medium | July thru Feb. |
| | Portrait | Tall | Mar. thru June |
| | Criterion | Medium | Year 'round |
| | Princess Anne | Tall | Sept. thru May |
| | Humdinger | Medium | Mar. thru Dec. |
| | Pk. Fred Shoemsmith | Tall | Nov. thru April |
| | 11 Week | | |
| | Ill. Formal | Tall | Oct. thru Dec. |
| | Calverts Pink | Medium | Oct. thru Dec. |
| | Vedova | Tall | Oct. thru May |

YEAR ROUND POT PLANT SCHEDULE

SINGLE PINCH POT PLANT METHOD

'Mums as pot plants can be grown the year around or for any special Holiday or Season. If you are not familiar with this program, read the article on Lighting and Shading carefully and follow the selected program according to schedule, making certain to maintain the temperatures given.

Plant 5 cuttings to a 6" pot in any good soil and peat mixture, keeping them properly fed and watered. Maintain a temperature of 60-65° at night. After color shows, plants should be finished at a cooler temperature to harden them off. (Also see page 19.)

TALL, MEDIUM, AND SHORT TREATMENT PROGRAMS

Because of the difference in growth habit of the varieties used in the Pot Plant Program it has been found advisable to classify these into Tall, Medium and Short growing groups. These classifications are made and programs set up for each to allow for better control over their growing habits and should result in more uniform finished plants.

In following this program first select desired blooming

date, variety to be flowered, and follow the procedure for the particular variety, e.g. Bonnaffon DeLuxe is listed under medium treatment, 11 week response. To flower this variety for Apr. 11th, 1960, follow medium treatment, 11 week response for that date; or; plant Jan. 5, Pinch Jan. 26, Lights on Jan. 5 to Jan. 26, no shade required.

| FLOWER | Response Group | Treatment | PLANT | PINCH | LIGHT PERIOD | START SHADE |
|------------------|----------------|-----------|---------|---------|-------------------|-------------|
| April 11 1960 | 10 week | Short | Jan. 5 | Jan. 26 | Jan. 5 — Feb. 2 | Mar. 22 |
| | 9 week | Short | Jan. 12 | Feb. 2 | Jan. 12 — Feb. 9 | no |
| | 11 week | Medium | Jan. 5 | Jan. 26 | Jan. 5 — Jan. 26 | Mar. 15 |
| | 10 week | Medium | Jan. 12 | Feb. 2 | Jan. 12 — Feb. 2 | Mar. 22 |
| | 9 week | Medium | Jan. 19 | Feb. 9 | Jan. 19 — Feb. 9 | no |
| | 8 week | Medium | Jan. 26 | Feb. 16 | Jan. 26 — Feb. 16 | no |
| | 11 week | Tall | Jan. 12 | Feb. 2 | Jan. 12 — Jan. 26 | Mar. 8 |
| | 10 week | Tall | Jan. 19 | Feb. 9 | Jan. 19 — Feb. 2 | Mar. 15 |
| | 9 week | Tall | Jan. 26 | Feb. 16 | Jan. 26 — Feb. 23 | no |
| | | | | | | |
| April 25 | 10 week | Short | Jan. 19 | Feb. 9 | Jan. 19 — Feb. 16 | Mar. 15 |
| | 9 week | Short | Jan. 26 | Feb. 16 | Jan. 26 — Feb. 23 | Mar. 22 |
| | 11 week | Medium | Jan. 19 | Feb. 9 | Jan. 19 — Feb. 9 | Mar. 15 |
| | 10 week | Medium | Jan. 26 | Feb. 16 | Jan. 26 — Feb. 16 | Mar. 22 |
| | 9 week | Medium | Feb. 9 | Feb. 23 | Feb. 9 — Feb. 23 | Mar. 29 |
| | 8 week | Medium | Feb. 16 | Mar. 1 | Feb. 16 — Mar. 1 | Apr. 5 |
| | 11 week | Tall | Feb. 2 | Feb. 16 | Feb. 2 — Feb. 9 | Mar. 15 |
| | 10 week | Tall | Feb. 9 | Feb. 23 | Feb. 9 — Feb. 16 | Mar. 22 |
| | 9 week | Tall | Feb. 16 | Mar. 1 | Feb. 16 — Feb. 23 | Mar. 29 |
| | | | | | | |
| May 9 | 10 week | Short | Feb. 9 | Feb. 23 | Feb. 9 — Mar. 1 | Mar. 22 |
| | 9 week | Short | Feb. 16 | Mar. 1 | Feb. 16 — Mar. 8 | Mar. 29 |
| | 11 week | Medium | Feb. 9 | Feb. 23 | Feb. 9 — Feb. 23 | Mar. 15 |
| | 10 week | Medium | Feb. 16 | Mar. 1 | Feb. 16 — Mar. 1 | Mar. 22 |
| | 9 week | Medium | Feb. 23 | Mar. 8 | Feb. 23 — Mar. 8 | Mar. 29 |
| | 8 week | Medium | Mar. 1 | Mar. 15 | Mar. 1 — Mar. 15 | Apr. 4 |
| | 10 week | Tall | Feb. 23 | Mar. 8 | Feb. 23 — Mar. 1 | Mar. 22 |
| | 9 week | Tall | Mar. 1 | Mar. 15 | Mar. 1 — Mar. 8 | Mar. 29 |
| | | | | | | |
| | | | | | | |
| May 23 | 10 week | Short | Feb. 23 | Mar. 8 | Feb. 23 — Mar. 15 | Mar. 22 |
| | 9 week | Short | Mar. 1 | Mar. 15 | Mar. 1 — Mar. 22 | Mar. 29 |
| | 11 week | Medium | Feb. 23 | Mar. 8 | Feb. 23 — Mar. 8 | Mar. 15 |
| | 10 week | Medium | Mar. 1 | Mar. 15 | Mar. 1 — Mar. 15 | Mar. 22 |
| | 9 week | Medium | Mar. 8 | Mar. 22 | Mar. 8 — Mar. 22 | Mar. 29 |
| | 8 week | Medium | Mar. 15 | Mar. 29 | Mar. 15 — Mar. 29 | Apr. 5 |
| | 10 week | Tall | Mar. 8 | Mar. 22 | Mar. 8 — Mar. 15 | Mar. 22 |
| | 9 week | Tall | Mar. 15 | Mar. 29 | Mar. 15 — Mar. 22 | Mar. 29 |
| | | | | | | |
| | | | | | | |
| June 6 | 10 week | Short | Mar. 8 | Mar. 22 | Mar. 8 — Mar. 29 | Mar. 29 |
| | 9 week | Short | Mar. 15 | Mar. 29 | Mar. 15 — Apr. 5 | Apr. 5 |
| | 11 week | Medium | Mar. 8 | Mar. 22 | Mar. 8 — Mar. 22 | Mar. 22 |
| | 10 week | Medium | Mar. 15 | Mar. 29 | Mar. 15 — Mar. 29 | Mar. 29 |

YEAR ROUND POT PLANT SCHEDULE

| FLOWER | Response Group | Treatment | PLANT | PINCH | LIGHT PERIOD | START SHADE |
|-------------------|----------------|-----------|---------|---------|-------------------|-------------|
| June 6 (cont.) | 9 week | Medium | Mar. 22 | Apr. 5 | Mar. 22 — Apr. 5 | Apr. 5 |
| | 8 week | Medium | Mar. 29 | Apr. 12 | Mar. 29 — Apr. 12 | Apr. 12 |
| | 10 week | Tall | Mar. 22 | Apr. 5 | Mar. 22 — Mar. 29 | Mar. 29 |
| | 9 week | Tall | Mar. 29 | Apr. 12 | Mar. 15 — Apr. 5 | Apr. 5 |
| June 20 | 10 week | Short | Mar. 29 | Apr. 12 | Mar. 29 — Apr. 12 | Apr. 12 |
| | 9 week | Short | Apr. 5 | Apr. 19 | Apr. 5 — Apr. 19 | Apr. 19 |
| | 11 week | Medium | Mar. 22 | Apr. 5 | Mar. 22 — Apr. 5 | Apr. 5 |
| | 10 week | Medium | Apr. 5 | Apr. 19 | Apr. 5 — Apr. 12 | Apr. 12 |
| | 9 week | Medium | Apr. 12 | Apr. 26 | Apr. 12 — Apr. 19 | Apr. 19 |
| | 8 week | Medium | Apr. 19 | May 3 | Apr. 19 — Apr. 26 | Apr. 26 |
| | 10 week | Tall | Apr. 12 | Apr. 26 | no lights | Apr. 12 |
| | 9 week | Tall | Apr. 19 | May 3 | no lights | Apr. 19 |
| July 4 | 10 week | Short | Apr. 12 | Apr. 26 | Apr. 12 — Apr. 26 | Apr. 26 |
| | 9 week | Short | Apr. 19 | May 3 | Apr. 19 — May 3 | May 3 |
| | 11 week | Medium | Apr. 12 | Apr. 26 | Apr. 12 — Apr. 19 | Apr. 19 |
| | 10 week | Medium | Apr. 19 | May 3 | Apr. 19 — Apr. 26 | Apr. 26 |
| | 9 week | Medium | Apr. 26 | May 10 | Apr. 26 — May 3 | May 3 |
| | 8 week | Medium | May 3 | May 17 | May 3 — May 10 | May 10 |
| | 11 week | Tall | July 26 | Aug. 9 | no lights | July 26 |
| | 10 week | Tall | Aug. 2 | Aug. 16 | no lights | Aug. 2 |
| | 9 week | Tall | Aug. 9 | Aug. 23 | no lights | Aug. 9 |
| | 10 week | Tall | Apr. 26 | May 10 | no lights | Apr. 26 |
| | 9 week | Tall | May 3 | May 17 | no lights | May 3 |
| | 10 week | Short | Apr. 26 | May 10 | Apr. 26 — May 3 | May 10 |
| July 18 | 9 week | Short | May 3 | May 17 | May 3 — May 10 | May 17 |
| | 11 week | Medium | Apr. 26 | May 10 | no lights | May 3 |
| | 10 week | Medium | May 3 | May 17 | no lights | May 10 |
| | 9 week | Medium | May 10 | May 24 | no lights | May 17 |
| | 8 week | Medium | May 17 | May 31 | no lights | May 24 |
| | 10 week | Tall | May 10 | May 24 | no lights | May 10 |
| | 9 week | Tall | May 17 | May 31 | no lights | May 17 |
| | 10 week | Short | May 10 | May 24 | no lights | May 24 |
| | 9 week | Short | May 17 | May 31 | no lights | May 31 |
| | 11 week | Medium | May 10 | May 24 | no lights | May 17 |
| | 10 week | Medium | May 17 | May 31 | no lights | May 24 |
| | 9 week | Medium | May 24 | June 7 | no lights | May 31 |
| August 1 | 8 week | Medium | May 31 | June 14 | no lights | June 7 |
| | 10 week | Tall | May 24 | June 7 | no lights | May 24 |
| | 9 week | Tall | May 31 | June 14 | no lights | May 31 |
| | 10 week | Short | May 24 | June 7 | no lights | June 7 |
| | 9 week | Short | May 31 | June 14 | no lights | June 14 |
| | 11 week | Medium | May 24 | June 7 | no lights | May 31 |
| | 10 week | Medium | May 31 | June 14 | no lights | June 7 |
| | 9 week | Medium | June 7 | June 21 | no lights | June 14 |
| | 8 week | Medium | June 14 | June 28 | no lights | June 21 |
| | 10 week | Tall | June 7 | June 21 | no lights | June 7 |
| | 9 week | Tall | June 14 | June 28 | no lights | June 14 |
| | 10 week | Short | June 7 | June 21 | no lights | June 21 |
| August 15 | 9 week | Short | June 14 | June 28 | no lights | June 28 |
| | 11 week | Medium | June 7 | June 21 | no lights | June 14 |
| | 10 week | Medium | June 14 | June 28 | no lights | June 21 |
| | 9 week | Medium | June 21 | July 5 | no lights | June 28 |
| | 8 week | Medium | June 28 | July 12 | no lights | July 5 |
| | 10 week | Tall | June 21 | July 5 | no lights | June 21 |
| | 9 week | Tall | June 28 | July 12 | no lights | June 28 |
| | 10 week | Short | June 7 | June 21 | no lights | June 14 |
| | 9 week | Short | June 14 | June 28 | no lights | June 21 |
| | 11 week | Medium | June 7 | June 21 | no lights | June 14 |
| | 10 week | Medium | June 14 | June 28 | no lights | June 21 |
| | 9 week | Medium | June 21 | July 5 | no lights | June 28 |
| August 29 | 8 week | Medium | June 28 | July 12 | no lights | July 5 |
| | 10 week | Tall | June 21 | July 5 | no lights | June 21 |
| | 9 week | Tall | June 28 | July 12 | no lights | June 28 |
| | 10 week | Short | June 7 | June 21 | no lights | June 14 |
| | 9 week | Short | June 14 | June 28 | no lights | June 21 |
| | 11 week | Medium | June 7 | June 21 | no lights | June 14 |

YEAR ROUND POT PLANT SCHEDULE

| FLOWER | Response Group | Treatment | PLANT | PINCH | LIGHT PERIOD | START SHADE |
|--------------|----------------|-----------|----------|----------|---------------------|-------------|
| September 12 | 10 week | Short | June 21 | July 5 | no lights | July 5 |
| | 9 week | Short | June 28 | July 12 | no lights | July 12 |
| | 11 week | Medium | June 21 | July 5 | no lights | June 28 |
| | 10 week | Medium | June 28 | July 12 | no lights | July 5 |
| | 9 week | Medium | July 5 | July 19 | no lights | July 12 |
| | 8 week | Medium | July 12 | July 26 | no lights | July 19 |
| | 10 week | Tall | July 5 | July 19 | no lights | July 5 |
| | 9 week | Tall | July 12 | July 26 | no lights | July 12 |
| September 26 | 10 week | Short | July 5 | July 19 | no lights | July 19 |
| | 9 week | Short | July 12 | July 26 | no lights | July 26 |
| | 11 week | Medium | July 5 | July 19 | no lights | July 12 |
| | 10 week | Medium | July 12 | July 26 | no lights | July 19 |
| | 9 week | Medium | July 19 | Aug. 2 | no lights | July 26 |
| | 8 week | Medium | July 26 | Aug. 9 | no lights | Aug. 2 |
| | 11 week | Tall | July 12 | July 26 | no lights | July 12 |
| | 10 week | Tall | July 19 | Aug. 2 | no lights | July 19 |
| October 10 | 9 week | Tall | July 26 | Aug. 9 | no lights | July 26 |
| | 10 week | Short | July 19 | Aug. 2 | no lights | Aug. 2 |
| | 9 week | Short | July 26 | Aug. 9 | Aug. 2 — Aug. 9 | Aug. 9 |
| | 11 week | Medium | July 19 | Aug. 2 | no lights | July 26 |
| | 10 week | Medium | July 26 | Aug. 9 | no lights | Aug. 2 |
| | 9 week | Medium | Aug. 2 | Aug. 16 | Aug. 2 — Aug. 9 | Aug. 9 |
| | 8 week | Medium | Aug. 2 | Aug. 16 | Aug. 2 — Aug. 16 | Aug. 16 |
| October 24 | 10 week | Short | July 26 | Aug. 9 | Aug. 2 — Aug. 16 | Aug. 16 |
| | 9 week | Short | Aug. 2 | Aug. 16 | Aug. 2 — Aug. 23 | Aug. 23 |
| | 11 week | Medium | July 25 | Aug. 9 | no lights | Aug. 9 |
| | 10 week | Medium | Aug. 2 | Aug. 16 | Aug. 2 — Aug. 16 | Aug. 16 |
| | 9 week | Medium | Aug. 9 | Aug. 23 | Aug. 9 — Aug. 23 | Aug. 23 |
| | 11 week | Tall | Aug. 2 | Aug. 16 | no lights | Aug. 9 |
| | 10 week | Tall | Aug. 9 | Aug. 23 | Aug. 9 — Aug. 16 | Aug. 16 |
| | 9 week | Tall | Aug. 17 | Aug. 30 | Aug. 17 — Aug. 23 | Aug. 23 |
| November 7 | 10 week | Short | Aug. 9 | Aug. 23 | Aug. 9 — Aug. 30 | Aug. 30 |
| | 9 week | Short | Aug. 16 | Aug. 30 | Aug. 16 — Sept. 6 | no |
| | 11 week | Medium | Aug. 9 | Aug. 23 | Aug. 9 — Sept. 23 | Aug. 23 |
| | 10 week | Medium | Aug. 16 | Aug. 30 | Aug. 16 — Aug. 30 | Aug. 30 |
| | 9 week | Medium | Aug. 23 | Sept. 6 | Aug. 23 — Sept. 6 | no |
| | 11 week | Tall | Aug. 16 | Aug. 30 | Aug. 16 — Aug. 23 | Aug. 23 |
| | 10 week | Tall | Aug. 23 | Sept. 6 | Aug. 23 — Aug. 30 | Aug. 30 |
| | 9 week | Tall | Aug. 30 | Sept. 13 | Aug. 30 — Sept. 6 | no |
| November 21 | 10 week | Short | Aug. 23 | Sept. 6 | Aug. 23 — Sept. 13 | no |
| | 9 week | Short | Aug. 30 | Sept. 13 | Aug. 30 — Sept. 20 | no |
| | 11 week | Medium | Aug. 23 | Sept. 6 | Aug. 23 — Sept. 6 | Sept. 6 |
| | 10 week | Medium | Aug. 30 | Sept. 13 | Aug. 30 — Sept. 13 | no |
| | 9 week | Medium | Sept. 6 | Sept. 20 | Sept. 6 — Sept. 20 | no |
| | 11 week | Tall | Aug. 30 | Sept. 13 | Aug. 30 — Sept. 6 | Sept. 6 |
| | 10 week | Tall | Sept. 6 | Sept. 20 | Sept. 6 — Sept. 13 | no |
| | 9 week | Tall | Sept. 13 | Sept. 27 | Sept. 13 — Sept. 20 | no |
| December 5 | 10 week | Short | Sept. 6 | Sept. 20 | Sept. 6 — Sept. 27 | no |
| | 9 week | Short | Sept. 13 | Sept. 27 | Sept. 13 — Oct. 4 | no |
| | 11 week | Medium | Sept. 6 | Sept. 20 | Sept. 6 — Sept. 20 | no |
| | 10 week | Medium | Sept. 13 | Sept. 27 | Sept. 13 — Sept. 27 | no |
| | 9 week | Medium | Sept. 20 | Oct. 4 | Sept. 20 — Oct. 4 | no |
| | 11 week | Tall | Sept. 13 | Sept. 27 | Sept. 13 — Sept. 21 | no |
| | 10 week | Tall | Sept. 20 | Oct. 4 | Sept. 20 — Sept. 27 | no |
| | 9 week | Tall | Sept. 27 | Oct. 11 | Sept. 27 — Oct. 4 | no |

YEAR ROUND POT PLANT SCHEDULE

| FLOWER | Response Group | Treatment | PLANT | PINCH | LIGHT PERIOD | START SHADE |
|-------------------|----------------|-----------|----------|---------|--------------------|-------------|
| December 19 | 10 week | Short | Sept. 20 | Oct. 4 | Sept. 20 — Oct. 11 | no |
| | 9 week | Short | Sept. 27 | Oct. 11 | Sept. 27 — Oct. 18 | no |
| | 11 week | Medium | Sept. 20 | Oct. 4 | Sept. 20 — Oct. 4 | no |
| | 10 week | Medium | Sept. 27 | Oct. 11 | Sept. 27 — Oct. 11 | no |
| | 9 week | Medium | Oct. 4 | Oct. 18 | Oct. 4 — Oct. 18 | no |
| | 11 week | Tall | Sept. 27 | Oct. 11 | Sept. 27 — Oct. 4 | no |
| | 10 week | Tall | Oct. 4 | Oct. 18 | Oct. 4 — Oct. 11 | no |
| | 9 week | Tall | Oct. 11 | Oct. 25 | Oct. 11 — Oct. 18 | no |
| January 2 1961 | 10 week | Short | Oct. 4 | Oct. 18 | Oct. 4 — Oct. 25 | no |
| | 9 week | Short | Oct. 11 | Oct. 25 | Oct. 11 — Nov. 1 | no |
| | 11 week | Medium | Oct. 4 | Oct. 18 | Oct. 4 — Oct. 18 | no |
| | 10 week | Medium | Oct. 11 | Oct. 25 | Oct. 11 — Oct. 25 | no |
| | 9 week | Medium | Oct. 18 | Nov. 1 | Oct. 18 — Nov. 1 | no |
| | 11 week | Tall | Oct. 11 | Oct. 25 | Oct. 11 — Oct. 18 | no |
| | 10 week | Tall | Oct. 18 | Nov. 1 | Oct. 18 — Oct. 25 | no |
| | 9 week | Tall | Oct. 25 | Nov. 8 | Oct. 25 — Nov. 1 | no |
| January 16 | 10 week | Short | Oct. 18 | Nov. 1 | Oct. 18 — Nov. 8 | no |
| | 9 week | Short | Oct. 25 | Nov. 8 | Oct. 25 — Nov. 15 | no |
| | 11 week | Medium | Oct. 18 | Nov. 1 | Oct. 18 — Nov. 1 | no |
| | 10 week | Medium | Oct. 25 | Nov. 8 | Oct. 25 — Nov. 8 | no |
| | 9 week | Medium | Nov. 1 | Nov. 15 | Nov. 1 — Nov. 15 | no |
| | 11 week | Tall | Oct. 25 | Nov. 8 | Oct. 25 — Nov. 1 | no |
| | 10 week | Tall | Nov. 1 | Nov. 15 | Nov. 1 — Nov. 8 | no |
| | 9 week | Tall | Nov. 8 | Nov. 22 | Nov. 8 — Nov. 15 | no |
| January 30 | 10 week | Short | Oct. 25 | Nov. 15 | Oct. 25 — Nov. 22 | no |
| | 9 week | Short | Nov. 1 | Nov. 22 | Nov. 1 — Nov. 29 | no |
| | 11 week | Medium | Oct. 25 | Nov. 15 | Oct. 25 — Nov. 15 | no |
| | 10 week | Medium | Nov. 1 | Nov. 22 | Nov. 1 — Nov. 22 | no |
| | 9 week | Medium | Nov. 8 | Nov. 29 | Nov. 8 — Nov. 29 | no |
| | 11 week | Tall | Nov. 1 | Nov. 22 | Nov. 1 — Nov. 15 | no |
| | 10 week | Tall | Nov. 8 | Nov. 29 | Nov. 8 — Nov. 22 | no |
| | 9 week | Tall | Nov. 15 | Dec. 6 | Nov. 15 — Nov. 29 | no |
| February 13 | 10 week | Short | Nov. 8 | Nov. 29 | Nov. 8 — Dec. 6 | no |
| | 9 week | Short | Nov. 15 | Dec. 6 | Nov. 15 — Dec. 13 | no |
| | 11 week | Medium | Nov. 8 | Nov. 29 | Nov. 8 — Nov. 29 | no |
| | 10 week | Medium | Nov. 15 | Dec. 6 | Nov. 15 — Dec. 6 | no |
| | 9 week | Medium | Nov. 22 | Dec. 13 | Nov. 22 — Dec. 13 | no |
| | 11 week | Tall | Nov. 15 | Dec. 6 | Nov. 15 — Nov. 29 | no |
| | 10 week | Tall | Nov. 22 | Dec. 13 | Nov. 22 — Dec. 6 | no |
| | 9 week | Tall | Nov. 29 | Dec. 20 | Nov. 29 — Dec. 13 | no |
| February 27 | 10 week | Short | Nov. 22 | Dec. 13 | Nov. 22 — Dec. 20 | no |
| | 9 week | Short | Nov. 29 | Dec. 20 | Nov. 29 — Dec. 27 | no |
| | 11 week | Medium | Nov. 22 | Dec. 13 | Nov. 22 — Dec. 13 | no |
| | 10 week | Medium | Nov. 29 | Dec. 20 | Nov. 29 — Dec. 20 | no |
| | 9 week | Medium | Dec. 6 | Dec. 27 | Dec. 6 — Dec. 27 | no |
| | 11 week | Tall | Nov. 29 | Dec. 20 | Nov. 29 — Dec. 13 | no |
| | 10 week | Tall | Dec. 6 | Dec. 27 | Dec. 6 — Dec. 20 | no |
| | 9 week | Tall | Dec. 13 | Jan. 3 | Dec. 13 — Dec. 27 | no |
| March 13 | 10 week | Short | Dec. 6 | Dec. 27 | Dec. 6 — Jan. 3 | no |
| | 9 week | Short | Dec. 13 | Jan. 3 | Dec. 13 — Jan. 10 | no |
| | 11 week | Medium | Dec. 6 | Dec. 27 | Dec. 6 — Dec. 27 | no |
| | 10 week | Medium | Dec. 13 | Jan. 3 | Dec. 13 — Jan. 3 | no |
| | 9 week | Medium | Dec. 20 | Jan. 10 | Dec. 20 — Jan. 10 | no |
| | 8 week | Medium | Dec. 27 | Jan. 17 | Dec. 27 — Jan. 17 | no |
| | 11 week | Tall | Dec. 13 | Jan. 3 | Dec. 13 — Dec. 27 | no |
| | 10 week | Tall | Dec. 20 | Jan. 10 | Dec. 20 — Jan. 3 | no |
| | 9 week | Tall | Dec. 27 | Jan. 17 | Dec. 27 — Jan. 10 | no |

GARDEN VARIETIES FOR SPRING BLOOMING POT PLANTS

In recent years there has been evidenced a rapidly increasing demand for pot plants with lasting qualities, as noted by the increased sales of Pot Mums for the Spring Holidays. This demand is being further enlarged by the use of Hardy Mums during the Spring months as they offer the additional sales appeal of being used again by the purchaser for fall blooming in the garden.

These attractive, colorful pots can best be timed for the different holidays by the use of lights and black cloth, but they also may be brought in with slightly less accuracy without the use of lights or shade. (See schedules below.)

Many growers, besides finding ready sales for the five or six inch pot, have found a nice additional Cash and Carry Market for the three inch pot (one cutting — single pinch), and for the market pack or flat of Spring Hardies, solid colors or mixed.

The cuttings should be ordered to arrive one or two weeks ahead of pinch date. For delayed start they may be planted and pinched on pinch date.

Pot and place under artificial lights upon arrival. Use 60 Watt bulbs placed four feet apart and thirty inches above the plants. It is best to light for three hours during the middle of the night. Maintain a sixty degree night temperature until buds are well developed.

GARDEN VARIETY COLLECTIONS

If you are familiar with the better garden 'Mums we suggest you make the selection of varieties to suit your particular requirements. Such reservation will give your order preference in shipping.

For those who are not acquainted with the varieties we will select varieties for the collections listed below that you may desire. These varieties however will be selected from surplus stock at the time of delivery.

MINIMUM SHIPMENT AT THIS PRICE 300 R. C.

Orders calling for 1000 or more and restricted to 50 of a Variety billed at \$6.00 per 100.

300 — 950
\$6.00 per 100

COLLECTION #1 — All cut flower varieties.
COLLECTION #2 — Cushion or border varieties.

1000 — Up
\$5.75 per 100

COLLECTION #3 — Cut-flower and border varieties.
COLLECTION #4 — Varieties for Spring Pots.

GARDEN VARIETIES FOR POTS

WHITE

Crystal Maid
Benora
Ostosa
Jess Williams
Gloria
Kansas
Chris Columbus
Mitsie

RED & BRONZE

Lipstick
Remembrance
Toronto
W. P. Snyder
Calumet
Dolli-Ette
Iron Mountain

YELLOW

Yel. Chris Columbus
Kings Ransom
Astoria
Yel. Calumet
Pomponette
Honeycomb
Chiquita
Sept. Sunshine

PINK

Spellbound
Alert
Ann Ladygo
Mischief
Major Cushion
Joan Helen
Minnpink
Fuschia Fairy

3" POT — NO LIGHTS

NO SHADE — ONE PINCH

For May flowering the cuttings should be planted and pinched by mid March. Remember that temperature of sixty degrees must be maintained. An attempt to flower these varieties later than May 25th without shade is not recommended.

Plunging 3" pots in soil and peat eliminates extensive watering.

SINGLE PINCH METHOD

EASTER — Apr. 17

Plant & Light — Feb. 1 - 8
Pinch — Feb. 22
Lights Off — Feb. 22

MOTHER'S DAY — May 8

Plant & Light — Feb. 22 - 29
Pinch — Mar. 12
Lights Off — Mar. 12
Start Shade — Apr. 4

MEMORIAL DAY — May 30

Plant & Light — Mar. 15 - 29
Pinch — Apr. 4
Lights Off — Apr. 4
Start Shade — Apr. 4

*DOUBLE PINCH METHOD

Plant and light four weeks earlier and pinch one week after planting. Second pinch should be made on date given in Single Pinch Method.

PINCHING SCHEDULE FOR GARDEN CHRYSANTHEMUMS

| Natural Flowering Date | Last Pinch Date for Cut Flowers | Last Pinch Date For Border Plants |
|---------------------------|------------------------------------|--------------------------------------|
| Sept. 1 | June 17 | July 10-15 |
| Sept. 15 | June 24 | July 15-20 |
| Sept. 30 | June 30 | July 20-25 |
| Oct. 10 | July 5 | July 25-30 |
| Oct. 15 | July 10 | Aug. 1-5 |

GARDEN VARIETIES

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

WHITE

| | | | |
|-----------------------------|-----------------|-------------|---|
| CRYSTAL MAID | Sept. 12 | 4.00 | Decorative type, cream pompon. Low growing that is suited for borders. Responds well to Spring Pot plant culture. |
| WHITE CUSHION | Sept. 15 | 3.63 | Low growing for border plantings. White decorative type flower with slight pink shadings in buds. Blooms earlier second year. |
| BENORA | Sept. 20 | 4.38 | Dwarf type growth providing large flowers on rigid stems. Spreading well shaped plant. Good for pots. |
| JESSAMINE WILLIAMS | Sept. 25 | 4.25 | White quilled type spoon. Vigorous early free flowering variety of medium height. |
| OSTOSA | Sept. 25 | 4.25 | An intermediate paper white pompon on a semi-dwarf plant. Early and very free flowering. One of the best whites for foreground planting. |
| GLORIA | Sept. 25 | 4.00 | Very free flowering Ivory White decorative pompon. Flowers are larger and more double than Chris. Columbus. Fine no light — no shade May pot variety. |
| CHRISTOPHER COLUMBUS | Oct. 1 | 3.88 | A pleasing cream colored medium sized decorative pom. Very prolific in the garden. Outstanding for Spring and Fall pots. Good cut flower variety. |

| | | | |
|--------------------|----------------|-------------|---|
| LYRIC | Oct. 5 | 4.00 | A short growing white single or daisy type of good substance. Very useful for Spring pot plants. |
| KANSAS | Oct. 5 | 4.50 | Medium white decorative, compact growth habit. Durable flower on stiff pedicles. Exciting new white with sharp response and good breaking habit. Outstanding for Spring pots or border plantings. |
| MITSIE | Oct. 5 | 4.50 | Small round white pompon. Bushy compact growth habit with a profusion of bloom. Really remarkable specimen for border planting. One of the best whites for Spring pots. Improves Pepita. |
| HORIZON | Oct. 5 | 4.25 | Intermediate decorative pom, produced on good sprays with excellent stem foliage. Very good as cut flower under glass or in the garden as well as for Spring pot plants. |
| SILVERPLATE | Oct. 12 | 4.38 | Pure white decorative. Medium height making a good cut flower for garden use and for Pot plants. |
| BLIZZARD | Oct. 15 | 4.25 | Small formal pompon. Clear white, durable flowers on well formed sprays. A very prolific and useful cut flower and garden variety as well as under glass or in the cloth house. |

YELLOW

| | | | |
|---------------------------|-----------------|-------------|--|
| YELLOW CUSHION | Sept. 15 | 3.63 | A pleasing shade of yellow. Low growing decorative type for border plantings. |
| POMPONETTE | Sept. 15 | 3.75 | Low growing, intermediate golden yellow pompon. Very prolific and useful garden variety. Good for Spring Pot plants. |
| GOLDEN FANTASY | Sept. 20 | 4.50 | Bright golden carnation type decorative. Vigorous growing habit with an abundance of blooms on plant of medium height. A really striking variety for garden plantings. |
| SEPTEMBER SUNSHINE | Sept. 20 | 3.75 | Medium single, very prolific. Showy bright lemon. Responds well for Spring pot plants. |
| TRANQUILITY | Sept. 25 | 4.00 | Reliable primrose yellow decorative pompon for late September. Medium height. |
| HONEYCOMB | Sept. 25 | 4.00 | Small honey yellow button pompon. Short compact growth for foreground planting. Responds well for Spring pot plants. |
| YELLOW SUPREME | Sept. 28 | 3.63 | Bright lemon yellow, cushion border. |

| | | | |
|------------------------------|----------------|-------------|---|
| KINGS RANSOM | Oct. 1 | 4.13 | Large golden yellow decorative. Vigorous growth, prolific bloomer. Good Spring pot variety. |
| YELLOW CRIS. COLUMBUS | Oct. 1 | 3.88 | Lemon yellow, intermediate decorative. One of the most popular for Spring pot plants. A good cut flower and prolific garden variety. |
| CHIQUITA | Oct. 1 | 4.38 | Small, deep lemon yellow button pompon. Chic for Spring and Fall pots. Intermediate garden variety. |
| ASTORIA | Oct. 5 | 4.25 | Intermediate bright lemon yellow pompon. Considered an improvement over Yel. Chris. Columbus or Moonlight for the Spring pot plant program. Early foreground variety. |
| CHARLES NYE | Oct. 5 | 4.38 | Large deep yellow pompon. Excellent as cut flower. Showy and prolific garden variety. |
| YELLOW CALUMET | Oct. 10 | 4.38 | Lemon yellow sport of Calumet. Good early cut flower addition. May be used for Spring Pots. |
| SARASOTA | Oct. 15 | 4.00 | Medium bright yellow pompon. Excellent cut flower variety for the garden as well as under glass and in the cloth house. |

GARDEN VARIETIES (Cont.)

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

BRONZE & RED

| | | |
|---|-----------------|-------------|
| GLOW WORM | Sept. 10 | 4.00 |
| Semi-double cushion, for border planting. Orange Scarlet. | | |
| TORONTO | Sept. 20 | 4.38 |
| Pleasing bronze decorative. Prolific bloomer with short growth habit. Outstanding for pots and borders. | | |
| SCARLET CRIMSON | Sept. 20 | 3.88 |
| Decorative type, bright red pompon. Medium height for secondary border in gardens. | | |
| FLAMBOYANT | Sept. 25 | 4.00 |
| Decorative, secondary border and cut flower. Stately and lively, flaming orange bronze. | | |
| CHAMPION CUSHION | Sept. 25 | 3.63 |
| Deep bronze decorative type pompon. Borders or Spring pots. | | |
| COMMANDER CUSHION | Sept. 25 | 3.63 |
| Decorative type, red pompon. Borders or Spring pots. | | |
| REMEMBRANCE | Sept. 28 | 4.25 |
| Large decorative, deep carmine. For pots and secondary borders in the garden. | | |
| LIPSTICK | Sept. 28 | 4.13 |
| Attractive ruby colored Cushion pompon. Borders and Spring pots. | | |
| W. P. SNYDER | Oct. 1 | 4.25 |
| Intermediate decorative. Bright apricot color, useful for garden and Spring pots. Medium height. | | |

| VARIETY | MATURES | PRICES PER 50 |
|---------|---------|------------------|
|---------|---------|------------------|

| | | |
|--|----------------|-------------|
| IRON MOUNTAIN | Oct. 1 | 3.88 |
| Deep red pompon. Short growing and very good in the garden. Excellent as a pot plant. | | |
| HUNTSMAN | Oct. 5 | 4.38 |
| Scarlet orange decorative. Excellent garden cut flower, showy and dependable. Tall grower. | | |
| DOLLI-ETTE | Oct. 10 | 4.13 |
| Striking golden bronze and red spoon. Sure fire variety for pots or garden. | | |
| CARNIVAL | Oct. 10 | 4.38 |
| Large pompon. Glowing burnt orange. Good cut flower and background garden variety. | | |
| CALUMET | Oct. 10 | 4.25 |
| A large apricot bronze pompon of superior flower quality making well formed sprays. Excellent all around variety for the garden background, cloth house, Spring pot plants and normal flowering. | | |
| RADIANCE | Oct. 15 | 4.25 |
| Intermediate red decorative pompon. Breaks freely and responds uniformly. Beautiful non-fading color. Very prolific and useful for garden and Spring pot plants. | | |
| RAJAH | Oct. 15 | 4.38 |
| Intermediate single, striking scarlet red daisy. Excellent cut flower for the garden and under glass. | | |
| JAMES STEWART | Oct. 15 | 4.38 |
| Small apricot gold pompon. Responds to early shading in the cloth house. Good natural cut flower in greenhouse or garden. | | |

PINK

| | | |
|--|-----------------|-------------|
| JOAN HELEN | Sept. 10 | 3.75 |
| Intermediate pompon, deep purple. A brilliant garden variety. Exceptionally good as pot plant. | | |
| ALERT | Sept. 20 | 4.13 |
| Large decorative dark purple pompon produced on well shaped plants. Flower more durable than Purple Waters. Especially good for Spring pots. | | |
| MINNPINK | Sept. 25 | 4.00 |
| Lovely rose pink cushion. Very compact with a profusion of bloom. Improvement on Major Cushion in color and form. Good habit for Spring pots and border plantings. | | |
| LOVELINESS | Sept. 25 | 4.38 |
| Carmine pink spoon with outstanding flower quality. Provides that something different for garden sales. | | |
| MAJOR CUSHION | Sept. 25 | 3.63 |
| Decorative type lavender pompon. Good border variety and useful for Spring pot plants. | | |
| SPELLBOUND | Oct. 1 | 4.13 |
| Intermediate decorative, pleasing lavender shade. Ideal as Spring pot plant. Height medium. | | |
| MISCHIEF | Oct. 1 | 4.25 |
| Dark purple single with contrasting yellow center. Profuse flowering and attractive as border variety or for Spring pot plants. | | |

| | | |
|--|----------------|-------------|
| ANN LADYGO | Oct. 5 | 4.50 |
| Medium pink anemone. Cushion type growth. One of the loveliest garden specimens to date. When in full flower the foliage is completely covered by beautiful pink anemones. The most exciting new Spring pot available. | | |
| LASSIE | Oct. 10 | 4.00 |
| Large bright pink decorative. Very good cut flower for the garden and background planting. | | |
| JOYBRINGER | Oct. 10 | 4.25 |
| Salmon rose pompon. Low branching and making an excellent garden variety. Ideally suited for Spring pot plants. | | |
| FUCHSIA FAIRY | Oct. 14 | 4.38 |
| Lovely pink decorative. Cushion growth habit. Nice flower form for Spring Pots. | | |
| JEWELL | Oct. 15 | 4.38 |
| Small lavender pink button pompon. This durable flower is useful in the garden, cloth house, or under glass. | | |
| ENTERPRISE | Oct. 15 | 4.38 |
| Large pompon, amaranth rose, produced on well formed sprays with strong rigid stems. Good quality flowers for the cloth house or normal flowering. | | |

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CONTRACT PRICES

CONTRACT PRICES are available to year-round growers of Cut Flowers or Pot Mums.

We will set up program with you and determine a fixed price for Rooted Cuttings for the program. This enables you, the grower, to select varieties for different periods without having to absorb higher planting costs at various times. Under contract prices the cost of cuttings remain fixed throughout the program. Contract pricing is available to growers at our discretion, depending on frequency and volume of shipments. We will be glad to provide further information if you are interested in this plan.



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1960

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